Behind the Survey's projections

Population

The methodology behind the "Survey of Buying Power's" five-year population projections is explained in this way by Elias Fokas, vice president, Market Statistics, the Bill Communications subsidiary that prepares the "Survey" data.

Population change occurs in two ways: natural increase, the difference between births and deaths, and migration, the net result of in-and-out movement of people to and from a specific locale.

The first step in estimating natural increase is projecting the number of births, which we base on fertility estimates for each county. Our 1979 county-level fertility rates, which consist of the number of live births per 1,000 women 15–44 years old, are based on our county-level birth data and our age-sex estimates of each county's population.

We project expected fertility rates at the national level through a regression equation that considers rate changes of the last 10 years and gives more weight to those of recent years. Since the fertility rate depends on socioeconomic factors that affect every area in the U.S. to a similar degree, we adjust the county's expected fertility rate to reflect national trends. That gives us projected fertility rates for 1984 for every county. Those rates differ in absolute terms from county to county, but they follow the national rate trend. Once those rates are determined, we apply them to the expected number of females 15–44 years old in the county for each year up to and including 1984. That gives us the projected number of births.

Next, we project the number of deaths in each county. Those rates have been constant in the last decade, which makes them comparatively easy to predict. The projected number of deaths are deducted from the projected number of births to give us the numerical natural increase.

The second major population factor, net migration, is influenced by such things as job opportunities, presence of colleges or military barracks, and resort areas for retirees. Starting with the 1970 Census of Population and Housing, we have measured those changes each year and are able to make projections of net migration for each county based on those data.

In our final step, we take the net population change and add it to current county population estimates. That results in our first county projection estimates. We then examine our county estimates to make sure that their sums agree with our state control totals, which are arrived at by a similar process.

Household projections are based on trends in household size changes at the county level from year to year. Those trends are determined from the Census Bureau's *Current Population Survey Series* that provides estimates at the state and national levels. We also use the Bureau's one-time *Survey of Income and Education,* which provides valuable information at the metropolitan area level. After analyzing these two sources, we project the average household size for each county through 1984. By dividing household size into population, we arrive at the projected number of households.

Effective Buying Income

The methodology behind the "Survey of Buying Power's" five-year Effective Buying Income (EBI) projections is explained below by Robert Katz, vice president, Market Statistics.

Development of our five-year EBI projections is intimately related to the manner in which we prepare the *current year* estimates for the *Survey of Buying Power* (S&MM, July 28). EBI is roughly equivalent to the federal government's disposable personal income (DPI) series with one important exception. We remove from the DPI total the income earned by Americans permanently stationed abroad, such as diplomatic and armed forces personnel and business persons.

Each year, we get from the individual state-employment agencies information on total wages and salaries and nonagricultural employment for each county in their jurisdiction. Based upon our own analysis, the year-to-year change in these totals has proven to have a high correlation with the annual change in the average EBI per household at the county level.

Since 1970, we have also purchased each year from the Bureau of Economic Analysis (BEA) a computer tape with total (pretax) personal income, population (derived from the Census Bureau's P-25 series), and per capita income for all the counties in the U.S. We compare the year-to-year change shown in the BEA's data with the annual changes in our own per capita EBI for each county, making allowance for the income tax rates of the individual states. Where there is a significant difference in the percent change between the two series, we re-examine our EBI data to determine if any adjustment should be made.

With this information in hand, we develop our five-year projections in two major steps. First, we determine what the number of households will be in each county five years from now. The increase or decrease in the number of households is a critical factor because, obviously, such change represents a potential gain or loss in total EBI. Here, we generally make the assumption, except in special cases, that the average income of those leaving or entering the county in the forecast period will be comparable to that of those presently living there. The special cases arise when our records indicate that a county has been either attracting or losing households whose incomes are significantly higher or lower than its overall average.

The second major step involves making projections of the future rates of inflation and real gross national product (GNP). Here, we rely on deflators that the BEA has developed for DPI and total retail sales. Projecting future economic growth for the 1979–84 period gives us a handle on what the total EBI will be in 1984. In turn, projecting the inflation rate enables us to express our 1984 EBI data in terms of current dollars. We assume an average annual inflation rate of 9.9% in the 1979–84 forecast period and an average annual growth of 1.1% in real income in the same period.

To develop our 1984 EBI totals for each county, we combine the above estimates with both our household projections and our average EBI per household projections. The latter are derived from projections of what has happened in each county between 1970 and 1979, with the greatest weight given to the rate of change in the most recent years.

Retail sales

The methodology for the "Survey of Buying Power's" five-year retail sales projections is explained by Patricia Sullivan and Sharon Vattimo, senior research associates, Market Statistics.

The starting point of our Total Retail Sales (TRS) estimates is the Census Bureau's 1977 Census of Retail Trade. To track what has happened in each county since 1977, we rely principally upon two sources:

1. The sales-tax data we receive from more than 40 states.
2. The Census Bureau's annual *County Business Patterns* (CBP) series of state reports that include employment and payroll data for all the retail store types.

By analyzing the year-to-year changes in the sales-tax data, on the one hand, and the number of retail store outlets and number of employees for each type of store, on the other hand, we get an accurate fix on what happens to the TRS from one year to the next. The CBP information is especially helpful in filling the gaps created by the states that do not cooperate in releasing their tax data. Although the CBP reports have a two-year lag, we can adjust for this by matching their information to the Census Bureau's *Monthly Retail Trade Report.* That report now has data for 19 states and 28 of the biggest metropolitan markets.

In projecting the TRS, on a county-by-county basis, to 1984, we rely primarily on two important variables:

- **TRS as a share of Effective Buying Income (EBI).** Because a county's EBI, obviously, has an important correlation to what its population can spend in retail stores, we have established for each county back to 1977 its TRS expressed as a share of EBI. When analyzed over a period of time, this ratio provides a reliable picture of how people in different counties spend their income. While the bulk of the counties cluster around an average ratio, we look for those areas where the ratio is significantly above or below average.
- **Per capita sales**, which enables us to relate the TRS to population change. This variable is helpful in analyzing counties where population and retail sales are moving in different directions or at different rates.

Next, we make an assumption on what the overall inflation rate will be in the forecast period and apply it to our TRS estimate. Thus, 1984 retail sales projections are in current dollars, with an assumed average annual 9.9% inflation rate in the 1979–84 period.

In the final step of our calculations, we project the county's trendline TRS-share-of-EBI to 1984 and multiply it by the total EBI we have projected for the county. Similarly, we project the trendline per capita TRS to 1984 and multiply it by our projected population. We then take the two different sets of projections, assign them different weights based upon the county's recent behavior patterns, and compute a total retail sales figure for that county.

(continued from page 5)

maintaining living standards in the face of rapidly rising prices, business investment will remain tepid, and energy, food, and housing will siphon off inordinate chunks of EBI, leaving little room for discretionary purchases.

Worse still will be the effect a decline in real income will have on the consumer psyche. The newer lifestyles that were ushered in by the "great expectations" of the postwar baby boom generation will face a time of testing, and austerity marketing may become the vogue. Because there'll be a smaller pie to cut up, social tensions will intensify, bringing an instability to the marketplace.

Given this less than handsome backdrop, marketers, more than ever before, will scout for local markets that offer better sales building opportunities than national trends suggest. The *Survey*'s Section C: Metropolitan Market Projections (page 45) pinpoints the markets that can be cultivated for extra growth. Section B: Merchandise Line Sales (page

(continued on page 10)

Nonmetros will set the pace through 1984

	1984 Projected Estimates	*Projected % Change 1979–84*	*Actual % Change 1974–79*
POPULATION (Thous.)			
U.S.	**231,925.5**	**+ 4.7%**	**+ 4.3%**
Metro	172,970.1	+ 4.2	+ 4.0
Nonmetro	58,955.4	+ 6.0	+ 5.2
HOUSEHOLDS (Thous.)			
U.S.	**87,495.6**	**+11.8%**	**+ 9.8%**
Metro	65,579.3	+11.3	+ 9.6
Nonmetro	21,916.3	+13.5	+10.4
EFFECTIVE BUYING INCOME ($000)			
U.S.	**$2,732,089,018**	**+68.8%**	**+65.5%**
Metro	2,146,146,161	+66.1	+64.4
Nonmetro	585,942,857	+79.4	+72.9
AVG. EBI PER HOUSEHOLD			
U.S.	**$31,225**	**+51.0%**	**+50.7%**
Metro	32,726	+49.3	+50.0
Nonmetro	26,735	+58.0	+56.7
RETAIL SALES ($000)			
U.S.	**$1,473,352,807**	**+66.0%**	**+58.8%**
Metro	1,146,306,568	+64.4	+57.9
Nonmetro	327,046,239	+71.8	+62.4
AVG. RETAIL SALES PER HOUSEHOLD			
U.S.	**$16,839**	**+48.5%**	**+44.6%**
Metro	17,480	+47.8	+44.0
Nonmetro	14,923	+51.4	+47.1
BUYING POWER INDEX			
U.S.	**100.0000**	**N.A.**	**N.A.**
Metro	77.5316	− 0.1%	− 0.6%
Nonmetro	22.4684	+ 4.3	+ 2.1

N.A. Not applicable; 100 is an index figure equivalent to the total U.S. sales potential for that year. The metro and nonmetro indexes are shares of the total U.S. sales potential.

Note: The 1984 projections apply to the 300 S&MM metropolitan markets as they are currently defined. By 1984, the federal government will have made many changes in the boundaries of existing markets and named new markets based on the results of the 1980 Census of Population and Housing.

Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*

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The road to 1984: Slower growth, faster inflation

			% Increase	
	1984	*1979*	*1979–84*	*1974–79*
Gross national product (Bil. 1972 $)	$1,587.9	$1,431.6	10.9%	17.6%
Gross national product (Bil. current $)	$3,918.5	$2,368.8	65.4	67.7
Personal consumption expenditures (Bil. $)	$2,509.6	$1,509.8	66.2	69.7
Nonresidential fixed investment (Bil. $)	$ 417.6	$ 254.9	63.8	69.3
Housing starts (000)	2,029.0	1,745.1	16.3	30.5
Automobile sales (Mil. units)	11.3	10.6	6.6	19.1
share (%)	20.7	21.7	N.A.	N.A.
Industrial production index (1967=100)	170.3	152.2	11.9	17.7
Consumer price index (1967=100)	345.6	217.4	59.0	47.2
Producer price index (1967=100)	344.5	216.1	59.4	46.5
Unemployment rate (%)	6.7	5.8	N.A.	N.A.

N.A. Not Applicable

Sources: S&MM calculations; Joint Economic Committee, *Monthly Economic Indicators* (1979 data); National Assn. of Business Economists, *1980 Annual Economic Survey* (1984 forecasts).

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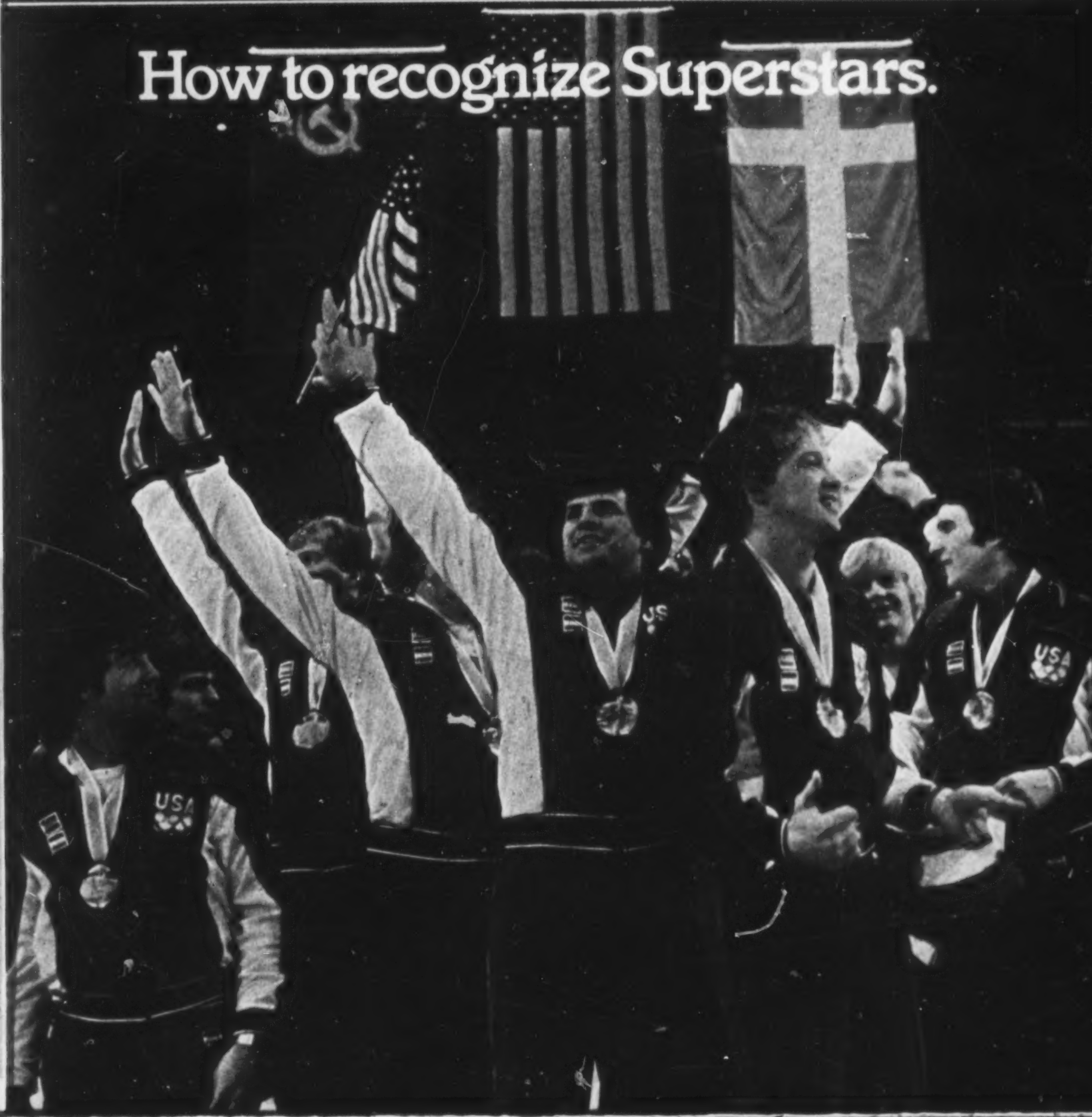
Sluggish economic growth in the "Surv
1979–84 forecast period will heighte
importance of picking the correct
markets for selling emphasis. A surv
the members of the National Assn. of
ness Economists reveals that the ec
mists who advise corporate manage
see consumer spending growth in the
cast period off by 5% vs. the preceding
year period.

However, in real terms, the falloff w
steeper because the overall economy
justed for inflation, is expected to ex
more than a third slower in 1979–84 th
1974–79. Of particular concern to con
er-goods marketers are the housing
auto industries, which may suffer
sharper deceleration in their growth
than the rest of the economy.


How to recognize Superstars.
USA
USA
USA

(continued from page 8)

33) helps marketers estimate product sales potential in metro areas. And Section D: Annual Survey of Newspaper Markets (page 85) and Section E: Annual Survey of TV Markets (page 147) tell the marketer how to allocate his advertising among target markets.

Compared to the 4.7% U.S. rate, the Rocky Mountain region will set the pace with 12.0% growth in 1979–84. Also expanding faster than the national rate will be the Southwest, 9.6%; Far West, 8.9%, and Southeast, 6.8%.

Market growth will lag in the Northeast and Midwest. Population will be up 4.0% in the Plains, 2.6% in the Great Lakes, and 2.0% in New England. However, the Middle Atlantic will suffer a 1.3% decline.

Of course, glittering growth

SURVEY HIGHLIGHT

Metros on the decline

S&MM Metro Market	Projected % Pop. Decline 1979–84	1984 Projected Pop. (Thous.)	1979 Actual Pop. (Thous.)	% Pop. Change 1974–79
Bridgeport-Stamford-Norwalk-Danbury	−0.1	815.6	816.6	1.3
Providence-Warwick-Pawtucket	−0.5	845.0	849.2	−1.8
Springfield, OH	−0.5	181.6	182.5	−2.3
Trenton, NJ	−0.5	318.8	320.5	−1.1
Springfield-Chicopee-Holyoke, MA	−0.6	584.6	588.3	−0.3
Hartford-New Britain-Bristol	−0.9	1,043.3	1,053.1	−0.1
Wheeling, WV	−1.0	181.3	183.1	−1.0
Danville, VA*	−1.1	106.0	107.2	0.6
Anderson, IN	−1.1	135.7	137.2	−2.9
Burlington, NC	−1.2	100.2	101.4	−1.6
New Haven-West Haven-Waterbury-Meriden	−1.4	749.0	759.5	0.0
Quincy, IL*	−1.4	68.9	69.9	−2.6
Philadelphia	−1.4	4,706.5	4,771.5	0.0
Wilmington, DE	−1.5	512.3	519.9	−0.7
Syracuse	−1.5	635.8	645.4	1.5
Newark, NJ	−1.5	1,908.8	1,938.7	−6.5
Marion, IN*	−1.6	82.6	83.9	−1.9
Pittsfield, MA	−1.6	139.4	141.6	−5.7
Sioux City, IA	−1.7	118.6	120.7	0.5
Poughkeepsie, NY	−1.9	231.7	236.3	3.7
Albany-Schenectady-Troy	−2.0	771.3	787.1	−0.7
Columbus, GA	−2.1	222.3	227.1	1.6
Cleveland	−2.1	1,893.8	1,934.4	−1.7

Meticulously arranged flowers are of equal importance to me…

S&MM Metro Market	Projected % Pop. Decline 1979–84	1984 Projected Pop. (Thous.)	1979 Actual Pop. (Thous.)	% Pop. Change 1974–79
Benton Harbor-St. Joseph, MI*	−2.2	208.9	213.7	0.0
Akron	−2.2	645.1	659.5	−2.3
Rochester, NY	−2.2	946.1	967.1	−0.1
Vineland-Millville-Bridgeton, NJ	−2.3	129.1	132.1	2.6
Johnstown, PA	−2.3	261.1	267.3	−1.1
Binghamton, NY	−2.3	295.8	302.7	0.0
Muncie, IN	−3.0	122.2	126.0	−4.8
Williamsport, PA	−3.2	110.0	113.6	−2.3
Pittsburgh	−3.5	2,169.9	2,249.7	−4.1
Elmira, NY	−4.1	92.3	96.2	−2.6
Steubenville-Weirton, OH-WV	−4.2	154.7	161.4	−1.6
Erie, PA	−4.6	255.9	268.3	−2.2
Meridian, MS*	−4.7	68.9	72.3	1.0
New York	−4.8	8,824.7	9,266.3	−4.5
Paterson-Clifton-Passaic, NJ	−4.9	427.3	449.4	−3.3
Buffalo	−5.0	1,214.9	1,278.8	−4.3
Pueblo, CO	−5.1	117.1	123.4	−2.7
Utica-Rome, NY	−5.3	305.4	322.5	−4.8
Wichita Falls, TX	−5.4	121.6	128.6	−1.3
Jamestown, NY*	−6.1	132.6	141.2	−3.4
Jersey City	−8.3	504.5	550.4	−9.8

*Potential metro market as defined by S&MM

Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*

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rates are one thing, market size another. For example, New York state alone, despite a 3.0% loss by 1984, will still have almost 2.5 times as many customers as the Mountain states combined: 17.2 million vs. 7.1 million.

Marketers should note that two contrasting trends are changing the marketing landscape. On the one hand, interregional shifts are decentralizing the national population. On the other, an intraregional concentration is occurring owing to the dominance of a single state in each growth region.

California will account for more than two-thirds, 68%, of the 6-state Far West's numerical increase and Texas for 64% of the 4-state Southwest's gain. In the 5-state Rocky Mountain sector, Colorado will chip in with more than one-third, 36%, of the absolute increment, and Florida with more than one-

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"Imagine, if you can, anyone who wouldn't love to have a grandfather clock."

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fourth, 26%, of the 12-state Southeast's expansion.

People take their paychecks with them, and the direct impact population movement has on marketers is best illustrated by a region's change in its Buying Power Index (BPI)—S&MM's handy yardstick that combines population, EBI, and retail sales into a market's measured share of the U.S. potential. At the opposite ends of the spectrum of regional

SURVEY HIGHLIGHT

Consumer spending—minus inflation

Merchandise Line Category	Real 1979 Total Sales ($ Mil.)	% Change, 1978–79: Total Sales Current $	% Change, 1978–79: Total Sales 1967 $	% Change, 1978–79: Price Index
Groceries, other foods	$ 71,708	+10.0%	− 0.8%	+10.8%
Women's, girls' clothing	30,466	+ 7.5	+ 5.6	+ 1.7
Men's, boys' clothing	16,700	+ 7.7	+ 5.3	+ 2.2
Drugs, other health aids	13,472	+11.6	+ 4.1	+ 7.2
Furniture, sleep equipment	10,555	+ 6.1	− 0.6	+ 6.7
Major household appliances	10,060	+ 6.2	+ 2.0	+ 4.1
Footwear	7,789	+ 8.9	+ 1.0	+ 7.9
Total retail sales	**$425,873**	+ 8.6%	− 2.5%	+11.4%

Notes: **1979 Real Total Sales** calculated by dividing the current dollar sales figure by the annual Consumer Price Index for that commodity. **Total Retail Sales** were divided by the All-Commodities Index. Details will not add to the totals in the last line because of other merchandise line categories not shown here.
Sources: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II;* Bureau of Labor Statistics, *Monthly CPI Detailed Report.*
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SURVEY HIGHLIGHT

25 leading TV markets with largest number of black prospects

1979 Rank	*S&MM-ARB TV Market*	*1979 Black Pop. (Thous.)*	*% Change 1978–79*	**Black % of TV Market's Total Pop.**
1.	New York	2,786.1	+0.7%	**15.3%**
2.	Chicago	1,448.1	−0.2	**17.5**
3.	Philadelphia	1,087.2	+0.6	**15.9**
4.	Los Angeles	956.6	+2.8	**9.2**
5.	Washington, DC	919.1	+0.3	**23.1**
6.	Detroit	753.4	−0.3	**15.8**
7.	Houston	653.7	+4.6	**20.2**
8.	Memphis	604.9	+0.5	**35.8**
9.	Atlanta	583.9	+1.7	**20.8**
10.	Baltimore	563.2	+0.6	**24.1**
11.	Dallas-Ft. Worth	476.9	+3.4	**14.2**
12.	New Orleans	461.4	+1.3	**28.4**
13.	Cleveland	453.5	+1.0	**11.7**
14.	Raleigh-Durham, NC	450.9	+0.9	**30.0**
15.	Norfolk-Portsmouth Newport News-Hampton, VA	410.4	+0.9	**28.7**
16.	San Francisco	403.6	+1.7	**8.1**
17.	St. Louis	370.3	−0.1	**12.6**
18.	Jackson, MS	358.2	+0.4	**43.9**
19.	Miami	343.3	+1.0	**13.9**
20.	Shreveport-Texarkana, LA-AR	328.8	+1.1	**29.6**
21.	Birmingham	320.6	+0.9	**24.8**
22.	Charlotte, NC	315.7	+1.9	**19.5**
23.	Richmond, VA	303.5	+0.1	**27.9**
24.	Greenville-Spartanburg-Asheville, SC	262.2	+1.9	**17.4**
25.	Mobile-Pensacola, AL-FL	261.0	+1.3	**23.8**
	25-market total	**15,876.5**	**+1.0%**	**17.0%**
	U.S. total	**220,476.2**	**+1.4%**	**11.7%**

Note: S&MM's TV Markets are based on American Research Bureau's (Arbitron) Area of Dominant Influence (ADI).
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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SURVEY HIGHLIGHT

The fastest-growing metros in the next five years

Growth Rank	*S&MM Metro Market*	*Projected % Pop. Growth 1979–84*	*1984 Projected Pop. (Thous.)*	*1979 Actual Pop. (Thous.)*	*% Pop. Growth 1974–79*
1.	Olympia, WA*	+30.4%	154.8	118.7	+38.3%
2.	Richland-Kennewick-Pasco, WA	26.0	168.4	133.6	37.2
3.	Boise, ID	24.2	198.9	160.1	20.5
4.	Fort Myers-Cape Coral, FL	22.6	244.9	199.7	36.2
5.	Riverside-San Bernardino-Ontario, CA	22.3	1,779.3	1,454.8	19.2
6.	Las Vegas	21.0	484.4	400.3	23.9
7.	Fort Collins, CO	20.6	164.9	136.7	18.6
8.	Provo-Orem, UT	19.0	231.9	194.9	17.7
9.	Bismarck, ND	17.7	93.1	79.1	19.7
9.	Bremerton, WA*	17.7	158.6	134.7	28.8
11.	Reno	17.1	206.0	175.9	23.8
11.	Houston	17.1	3,254.1	2,779.4	25.7
13.	Oxnard-Simi Valley-Ventura, CA	16.9	590.6	505.3	17.1
14.	Santa Rosa, CA	16.6	329.5	282.5	18.6
15.	San Diego	16.5	2,145.6	1,841.2	19.4
16.	Sarasota, FL	16.3	209.3	179.9	14.4
16.	Bryan-College Station, TX	16.3	95.5	82.1	21.4
18.	Enid, OK	15.4	76.4	66.2	12.0
19.	Pocatello, ID*	15.1	81.6	70.9	15.1
20.	Springfield, MO	14.9	241.3	210.1	11.8
21.	Eugene-Springfield, OR	14.4	306.4	267.9	12.1
22.	Victoria, TX*	14.3	74.2	64.9	13.3
22.	Santa Cruz, CA	14.3	205.8	180.0	23.8
24.	Pascagoula-Moss Point, MS	14.1	134.3	117.7	12.0
25.	Salem, OR	14.0	270.3	237.1	13.8
25.	Vallejo-Fairfield-Napa, CA	14.0	356.2	312.5	14.1
	25-market total	+18.0%	12,256.3	10,386.2	+22.4%
	U.S. total	+ 4.7%	231,925.5	221,582.4	+ 4.3%

*Potential metro market as defined by S&MM.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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SURVEY HIGHLIGHT

Brighter future for the leading regional metros

1979 U.S. Rank	S&MM Metro Market	Population		% Change	
		1984 Forecast (Thous.)	Actual 1979 (Thous.)	1979–84	1974–79
	NORTHEAST				
1.	New York	8,824.7	9,266.3	−4.8	−4.5
4.	Philadelphia	4,706.5	4,771.5	−1.4	0.0
6.	Boston	3,931.1	3,901.6	0.8	−1.4
11.	Nassau-Suffolk	2,730.7	2,699.9	1.1	0.4
13.	Pittsburgh	2,169.9	2,249.7	−3.5	−4.1
16.	Newark, NJ	1,908.8	1,938.7	−1.5	−6.5
30.	Buffalo	1,214.9	1,278.8	−5.0	−4.3
36.	Hartford-New Britain-Bristol	1,043.3	1,053.1	−0.9	−0.1
39.	Rochester, NY	946.1	967.1	−2.2	−0.1
44.	Providence-Warwick-Pawtucket	845.0	849.2	−0.5	−1.8
	10-market total	**28,321.0**	**28,975.9**	**−2.3**	**−0.4**
	MIDWEST				
3.	Chicago	7,083.2	6,998.4	1.2	0.2
5.	Detroit	4,438.9	4,371.9	1.5	−1.4
12.	St. Louis	2,454.2	2,390.3	2.7	0.8
15.	Minneapolis-St. Paul	2,151.0	2,074.6	3.7	3.5
17.	Cleveland	1,893.8	1,934.4	−2.1	−1.7
26.	Milwaukee	1,423.0	1,413.4	0.7	−0.6
28.	Cincinnati	1,416.5	1,385.8	2.2	0.6
29.	Kansas City	1,420.0	1,333.5	6.5	2.0
33.	Indianapolis	1,203.6	1,168.1	3.0	1.8
35.	Columbus, OH.	1,167.6	1,110.2	5.2	4.0
	10-market total	**24,651.8**	**24,180.6**	**+2.0**	**+0.4**
	SOUTH				
8.	Washington, DC	3,073.0	3,054.6	0.6	−1.0
9.	Dallas-Fort Worth	3,051.4	2,798.0	9.1	10.9
10.	Houston	3,254.1	2,779.4	17.1	25.7
14.	Baltimore	2,202.1	2,158.2	2.0	1.6
19.	Atlanta	2,066.0	1,906.7	8.4	6.4
23.	Miami	1,625.5	1,494.9	8.7	4.1
24.	Tampa-St. Petersburg	1,609.4	1,474.6	9.1	7.7
34.	New Orleans	1,225.5	1,163.8	5.3	5.6
37.	San Antonio	1,147.4	1,048.0	9.5	6.5
40.	Fort Lauderdale-Hollywood	1,029.9	927.6	11.0	15.8
	10-market total	**20,284.3**	**18,805.8**	**+7.9**	**+7.9**
	WEST				
2.	Los Angeles	7,344.2	7,161.3	2.6	3.4
7.	San Francisco-Oakland	3,269.4	3,222.7	1.4	2.0
18.	Anaheim-Santa Ana-Garden Grove	2,133.7	1,913.2	11.5	14.5
20.	San Diego	2,145.6	1,841.2	16.5	19.4
21.	Denver-Boulder	1,775.5	1,584.0	12.1	11.8
22.	Seattle-Everett	1,650.3	1,526.8	8.1	9.5
25.	Riverside-San Bernardino-Ontario	1,779.3	1,454.8	22.3	19.2
27.	Phoenix	1,571.7	1,389.6	13.1	15.7
31.	San Jose	1,358.0	1,262.7	7.5	6.9
32.	Portland, OR	1,295.7	1,188.4	9.0	10.0
	10-market total	**24,323.4**	**22,544.7**	**+7.9**	**+8.4**
	40-market total	**97,580.5**	**94,507.0**	**+3.2**	**+3.4**
	U.S. total	**231,925.5**	**221,582.4**	**+4.7**	**+4.3**

Note: The 1984 projections apply to the metro markets as they are currently defined. See Section C for the county composition of individual metro markets.

Sources: *Sales & Marketing Management*'s 1980 and 1975 *Survey of Buying Power—Part II.*

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change in BPI, the Southwest will fatten its share of the U.S. potential 9.7% in 1979–84, while the Middle Atlantic will suffer a 9.1% loss.

Following is a brief description of each of the *Survey*'s statistical sections and how they will help the marketer separate the plusses and minuses in formulating his sales strategy.

Section B: Merchandise Line Sales

Merchandise line sales estimates pertain to the dollars consumers spend on specific product categories, such as groceries and other foods, drugs and other health aids, that are bought from a variety of sources. Retail store sales, on the other hand, refer to the total volume of business of a particular type of retailer, such as food stores or drug stores, and cover the wide assortment of products stocked by the store type.

The distinction is an important one for marketers because in today's environment of scrambled merchandising, with each retailer type penetrating into nontraditional product areas, a particular store type will have less correlation to the product category associated with it. Food stores sell a lot more than groceries.

Because they are based on a single product category, merchandise line sales estimates (starting on page 33) provide a more accurate fix of a product's market potential. Food store sales in 1979, as reported in the *1980 Survey of Buying Power* (S&MM, July 28), totalled $195.7 billion, while purchases of groceries and other foods, the merchandise line category, came to $167.0 billion, according to the *Survey of Buying Power—Part II*.

The dollar spread between a merchandise line category and the store type associated with it may not seem significant at the national level, but the difference can be critical, even misleading, at the local-market

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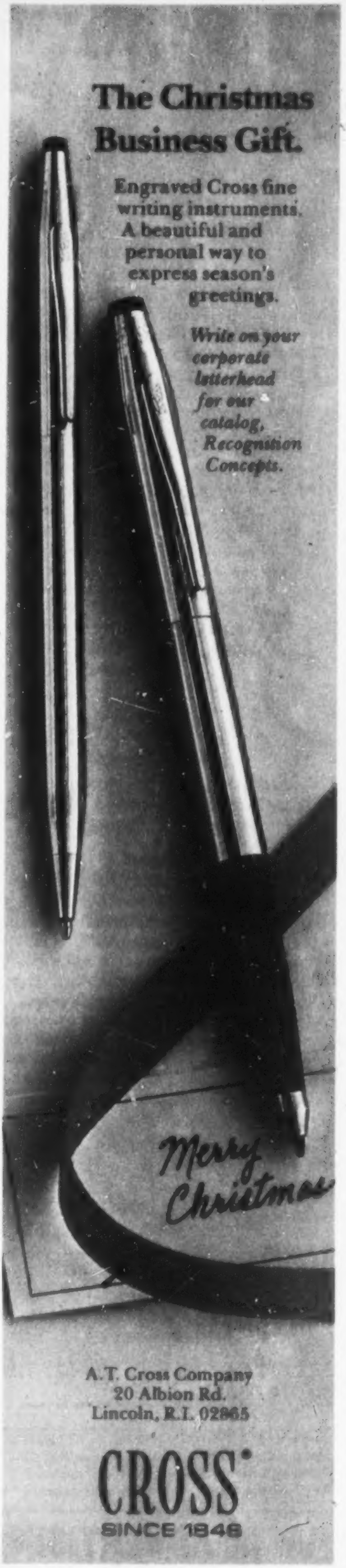
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level. The more precise the information that the marketer relies on for estimating his product's market potential, the more reliable will be his calculation of his own sales potential, and the more equitable will be the quotas he assigns to his sales personnel. For example, the spread between food store sales and grocery product purchases is 19% in Houston compared with only 9% in Washington, DC.

A marketer of women's clothing could seriously underestimate his sales potential in certain metro markets if he relied upon apparel store sales. In Dayton, OH, last year, apparel stores wracked up $104 million of business, but consumer purchases of women's and girls' clothing was actually two-thirds greater, or $174 million. The reason for the disparity, of course, is that two-thirds of the consumer outlays for the product category are spent in department stores.

The same marketer will gain sharper insights into his product's sales potential when he examines the data in Section B for nine metro areas whose apparel store sales cluster close together, from $102 million to $108 million. The markets, and their respective apparel store sales and women's and girls'

SURVEY HIGHLIGHT

Tomorrow's 25 most affluent markets

1984 Rank	S&MM Metro Market	Projected 1984 EBI Per Household	% Growth 1979–84	Growth Index (U.S.=100)	1979 Pop. (Thous.)
1.	Anchorage, AK	$51,171	64.2%	93	187.7
2.	Bremerton, WA*	48,501	83.1	121	134.7
3.	Pascagoula-Moss Point, MS	46,729	92.1	134	117.7
4.	Kokomo, IN	44,853	79.7	116	104.8
5.	Bridgeport-Stamford-Norwalk-Danbury, CT	44,152	46.9	68	816.6
6.	Kenosha, WI	43,835	81.0	118	127.8
7.	New Brunswick-Perth Amboy-Sayreville, NJ	43,061	63.1	92	589.8
8.	San Jose, CA	42,916	58.9	86	1,262.7
9.	Houston, TX	42,734	67.0	97	2,779.4
10.	Newark, NJ	42,447	58.0	84	1,938.7
11.	Honolulu, HI	42,032	50.0	73	740.1
12.	Saginaw, MI	41,903	66.7	97	227.7
13.	Flint, MI	41,510	64.3	93	522.5
14.	Midland, TX	41,270	58.2	85	76.7
15.	Washington, DC	41,164	51.3	75	3,054.6
16.	Janesville-Beloit, WI	40,914	76.5	111	136.4
17.	Ann Arbor, MI	40,640	51.2	74	258.6
18.	Richland-Kennewick-Pasco, WA	40,435	72.0	105	133.6
19.	Danville, IL*	39,990	70.8	103	98.3
20.	Trenton, NJ	39,774	59.5	86	320.5
21.	Charleston, WV	39,304	80.4	117	260.0
22.	Olympia, WA	39,076	63.6	92	118.7
23.	Gary-Hammond-East Chicago, IN	38,901	59.3	86	648.3
24.	Detroit, MI	38,786	51.0	74	4,371.9
25.	Wausau, WI*	38,263	79.4	115	110.5
	25-market total	**$41,419**	**57.7%**	**84**	**19,138.3**
	U.S. total	**$31,225**	**68.8%**	**100**	**221,582.4**

*Potential metro market as defined by S&MM.

Note: Growth index calculated by dividing market's 1979–84 % growth by comparative U.S. figure, 68.8%; an index above 100 means better-than-average growth, below 100 means less-than-average growth.

Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*

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clothing merchandise line sales:

Metro Market	Apparel Stores (Mil.$)	Women's Clothing (Mil.$)
Long Branch-Asbury Park, NJ	$108.3	$ 94.2
Worcester-Fitchburg-Leominster, MA	108.2	118.3
Orlando, FL	108.0	134.7
Wichita, KS	106.6	95.0
Flint, MI	106.6	148.6
Akron, OH	105.2	144.8
Dayton, OH	104.4	173.7
Northeast Pennsylvania	103.3	135.6
Raleigh-Durham, NC	102.3	115.2

The marketer quickly learns that in all but two of the markets—Long Branch-Asbury Park, Wichita—women's clothing purchases are greater than that suggested by apparel store sales. He also learns that apparel stores in the nine markets total $952.9 million in sales whereas the merchandise line sales total is 22% greater, or $1,160.1 million. Thus he would have underestimated his product's market potential by more than one-fifth if he relied upon the conventional retail store sales yardstick.

Worse yet, the contribution that each market would be expected to make to his forecasted sales would be seriously askew if he relied on apparel store sales, which could even affect sales force morale. Apparel store sales would suggest to him that the salesperson covering the Long Branch-Asbury Park market should be his top sales producer because the metro area's retail sales of $108.3 million leads the pack. In truth, the salesperson in that territory would be working the least promising market because the merchandise line sales estimate, at $94.2 million, trails all of the other markets.

Other inputs to the formulation of a successful sales strategy will come from a closer look at the comparative data of the nine markets. If he compares each market's share of aggregate apparel store sales and women's clothing purchases, he will gain a better perspective on where he should concentrate his selling efforts. Here is how the markets line up:

Metro Market	Apparel Store %	Women's Clothing %
Long Branch-Asbury Park, NJ	11.4%	8.1%
Worcester-Fitchburg-Leominster MA	11.4	10.2
Orlando, FL	11.3	11.6
Wichita, KS	11.2	8.2
Flint, MI	11.2	12.8
Akron, OH	11.0	12.5
Dayton, OH	11.0	15.0
Northeast Pennsylvania	10.8	11.7
Raleigh-Durham, NC	10.7	9.9

Based upon retail store sales, there's no appreciable difference in the share of total sales

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that each market should account for. However, a dramatically different picture emerges when the marketer is guided by the merchandise line sales estimates. Here, Long Branch-Asbury Park should bring in 8.1% of sales whereas Dayton could bring in almost twice as much, or 15.0%. Armed with this kind of precise data, he can assign his quotas and allocate his advertising spending with a greater degree of confidence.

Section C: Metro Projections

Manage change before it manages you. How often has the harried sales executive been the butt of this homely advice. Trite it may sound, but, unfortunately, too many sales chiefs are still so preoccupied with making short-term gains that they shortchange the equally critical function of long-term planning. S&MM's five-year metropolitan market projections, starting on page 45, take

SURVEY HIGHLIGHT

Who will lead the metro pack in 1984?

1984 Rank	S&MM Metropolitan Market	1984 Population Forecast (Thous.)	% Change 1979–84	Growth Index U.S.=100
1.	New York	8,824.7	– 4.8%	N.A.
2.	Los Angeles-Long Beach	7,344.2	+ 2.6	56
3.	Chicago	7,083.2	+ 1.2	26
4.	Philadelphia	4,706.5	– 1.4	N.A.
5.	Detroit	4,438.9	+ 1.5	32
6.	Boston	3,931.1	+ 0.8	17
7.	San Francisco-Oakland	3,269.4	+ 1.4	30
8.	Houston	3,254.1	+17.1	366
9.	Washington, DC	3,073.0	+ 0.6	13
10.	Dallas-Fort Worth	3,051.4	+ 9.1	195
11.	Nassau-Suffolk	2,730.7	+ 1.1	24
12.	St. Louis	2,454.2	+ 2.7	58
13.	Baltimore	2,202.1	+ 2.0	43
14.	Pittsburgh	2,169.9	– 3.5	N.A.
15.	Minneapolis-St. Paul	2,151.0	+ 3.7	79
16.	San Diego	2,145.6	+16.5	354
17.	Anaheim-Santa Ana-Garden Grove	2,133.7	+11.5	246
18.	Atlanta	2,066.0	+ 8.4	180
19.	Newark, NJ	1,908.8	– 1.5	N.A.
20.	Cleveland	1,893.8	– 2.1	N.A.
21.	Riverside-San Bernardino-Ontario	1,779.3	+22.3	478
22.	Denver-Boulder	1,775.5	+12.1	259
23.	Seattle-Everett	1,650.3	+ 8.1	174
24.	Miami	1,625.5	+ 8.7	186
25.	Tampa-St. Petersburg	1,609.4	+ 9.1	195
	25-market total	**79,272.3**	**+ 3.0%**	**64**
	U.S.	**231,925.5**	**+ 4.7%**	**100**

N.A. Not applicable because market has negative or no growth.
Note: **Growth Index** is calculated by dividing the U.S.'s anticipated 4.7% growth into the market's % change. A number above 100 means better-than-average growth; below 100, less-than-average growth.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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SURVEY HIGHLIGHT

The 25 buying power leaders in 1984

1984 Rank	S&MM Metropolitan Market	1984 EBI Forecast ($ Mil.)	% Gain 1979–84	Growth Index U.S.=100	1984 EBI Per Hshld.	% Gain 1979–84
1.	New York	$ 101,854	35.6%	52	**$28,133**	35.9%
2.	Los Angeles-Long Beach	96,794	57.6	84	**31,210**	43.1
3.	Chicago	93,840	52.7	77	**35,557**	41.4
4.	Detroit	62,414	63.6	92	**38,786**	51.0
5.	Philadelphia	58,275	55.0	80	**33,687**	47.2
6.	Houston	52,126	108.8	158	**42,734**	67.0
7.	San Francisco-Oakland	49,407	60.0	87	**35,427**	50.4
8.	Washington, DC	47,705	61.6	90	**41,164**	51.3
9.	Boston	47,122	55.7	81	**31,904**	44.1
10.	Dallas-Fort Worth	43,299	80.2	117	**37,605**	54.8
11.	Nassau-Suffolk	34,062	45.9	67	**37,999**	35.5
12.	Anaheim-Santa Ana-Garden Grove	29,551	68.9	100	**34,306**	40.3
13.	Newark, NJ	29,522	66.4	97	**42,447**	58.0
14.	St. Louis	29,479	63.8	93	**33,205**	49.7
15.	Minneapolis-St. Paul	26,797	57.4	83	**33,648**	42.5
16.	Atlanta	25,567	73.1	106	**33,421**	49.0
17.	Pittsburgh	25,383	51.8	75	**30,413**	46.8
18.	San Diego	24,396	72.7	106	**27,381**	36.5
19.	Cleveland	24,148	50.2	73	**33,745**	43.8
20.	Denver-Boulder	23,138	77.7	113	**34,416**	51.1
21.	Baltimore	22,918	52.2	76	**28,020**	39.2
22.	San Jose	22,626	84.4	123	**42,916**	58.9
23.	Miami	22,201	82.1	119	**33,776**	57.4
24.	Seattle-Everett	22,025	68.2	99	**32,499**	45.2
25.	Kansas City	20,130	73.9	107	**35,623**	53.1
	25-market total	**$1,034,780**	**60.2%**	**88**	**$34,080**	**46.5%**
	U.S. total	**$2,732,089**	**68.8%**	**100**	**$31,225**	**51.0%**

Notes: **% Gain in Effective Buying Income (EBI)** total computed before rounding. **Growth Index** calculated by dividing U.S.'s expected 68.8% gain into metropolitan market's comparative % gain. An index above 100 means better-than-average growth; below 100, less-than-average growth.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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most of the mystery out of what will happen to local markets in the years ahead, thus giving the sales executive a foundation on which to build his future plans.

There are many ways in which metro area projections enhance the marketer's planning. Focussing on the markets with the biggest % change for 1979–84, he can ascertain whether he is positioned in the fastest-growing markets, markets that, down the road, will require additional sales personnel due to their larger size. Turning to markets that will grow less than the 4.7% anticipated for the U.S., he can make sure he is not overspending in markets that will comprise a dwindling share of U.S. potential in the future.

Like the ocean's waves, markets rise and fall in response to tidal currents, and the opportunistic marketer must be poised to exploit the turning point of a metropolis's fortunes. For example, 44 markets (25 in the Northeast, 10 in the Midwest) will lose population in 1979–84, and almost half of them (21) actually gained population in 1974–79.

The first half of the 1980s will continue the broad metro growth pattern of the 1970s: the fastest-growing markets are in the West and South (see table; page 13). Of the 30 markets with the steepest growth between 1979 and 1984 (ranging from 13.4% to 30.4%), 17 are in the West, 11 in the South, and 2 in the Midwest. Three states dominate the growth picture: California, with 6 of the metro high-steppers; Texas, 4; and Florida, 3.

Interestingly, the same broad pattern prevails among the next group of 30 fastest-growing markets (ranging from 10.3% to 13.1%), but with a marked regional tilt. Seventeen are in the South; 9 in the West; 3 in the Midwest; and 1 in the Northeast.

Not surprisingly, because it's easier to chalk up fat percentage gains on a small base, the bulk of the fastest-growing metros are on the smaller side. By 1984, 13 of the top 30 will still have fewer than 200,000 people.

Even so, eight of the fastest-growing metros fall in the major market class of one million or more population. They are: Riverside-San Bernardino-Ontario, CA, up 22% to 1.8 million; Houston, TX, up 17% to 3.3 million; San Diego, CA, up 17% to 2.1 million; Phoenix, AZ, up 13% to 1.6 million; Denver-Boulder, CO, up 12% to 1.8 million; Sacramento, CA, up 12% to 1.1 million; Anaheim-Santa Ana-Garden Grove, CA, up 12% to 2.1 million, and Fort Lauderdale-Hollywood, FL, up 11% to 1.0 million.

Household income level is a closely watched sales indicator because, by adding another dimension to population, it underscores a market's potential buying power. The better off the average household is, the

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more discretionary income is available in the market for nonessential purchases.

Changes in market buying power can be as dramatic as population shifts. A ranking of the 10 most affluent markets in both 1979 and 1984, based upon Average Effective Buying Income per Household, will reveal changes in relative market appeal, as seen below:

	EBI Per Hshld. Rank 1984	*1979*
Anchorage, AK	1	1
Bremerton, WA	2	9
Pascagoula-Moss Point, MS	3	22
Kokomo, IN	4	18
Bridgeport-Stamford-Norwalk-Danbury, CT	5	2
Kenosha, WI	6	24
New Brunswick-Perth Amboy-Sayreville, NJ	7	10
San Jose, CA	8	6
Houston, TX	9	13
Honolulu, HI	10	8

Similar exercises with retail sales, the third basic dynamic included in S&MM's metro projections, will clue the marketer as to those local markets that will figure importantly in his future sales strategy.

Section D: Newspaper Markets

Once the marketer deploys his sales personnel among targeted metropolitan markets, he turns to the question of allocating advertising support. This year, national advertisers will invest an estimated $2.3 billion in newspaper advertising to back up their sales personnel. While cost-per-thousand and audience demographics are the principal determinants in how this outlay is spent, S&MM's *Survey of Newspaper Markets* (page 85) gives the marketer an alternative tool for using his newspaper budget most effectively.

Media are commonly bought in clusters of top 25 or top 50 markets. However, the traditional technique of ranking

Newspaper market changes

Three new newspaper markets appear in this year's *Survey:* Chico, CA, Bradenton, FL, and Panama City, FL. Vallejo-Fairfield-Napa, CA, was dropped because it did not meet the qualifying criteria (page 86).

The dramatic increase shown in the data for the Nashville-Davidson, TN, market occurred because a leading newspaper that was previously not audited was included this year; it had the effect of adding 19 counties to the market.

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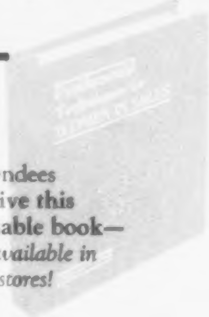


markets by population or households can conceal sales-building opportunities that a canny marketer can exploit. A marketer who anchors his sales strategy on working closely with a particular category of retail store may find a market's retail store sales rank a more helpful indicator than population.

For example, Fort Lauderdale-Hollywood, FL, ranks 52nd in population but a much stronger 39th in furniture-home furnishings-appliance store sales. Conversely, Albany-Schenectady-Troy, NY, is 55th in population but a poorer 70th in furniture-home furnishings-appliance store sales.

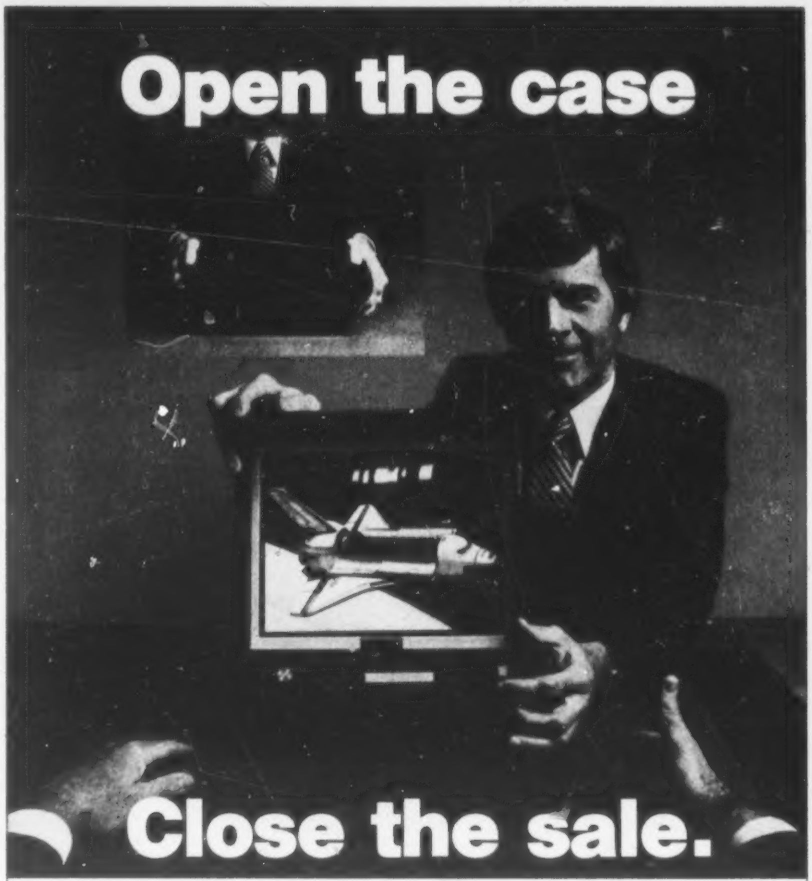
Working with the basic statistics in the newspaper markets section will turn up insights on how the newspaper budget should be spent. Average Effective Buying Income (EBI) per household (calculated by dividing total EBI by total households) is a helpful clue to the relative appeal of markets of different sizes or even of similar sizes.

Here is how five markets of dramatically different sizes compare as to average household EBI:

	Total Hshlds. (Thous.)	*Average EBI Per Hshld.*
Chicago	2,487.3	$25,126
Miami	1,003.8	21,003
Denver-Boulder	746.2	21,926
Cincinnati	607.2	21,388
Des Moines	506.5	21,160

Obviously, Chicago is the prime sales target. It is five times bigger than the smallest market, and its average household has an extra $4,000 of buying power. Interestingly enough, because the other four markets cluster close together in household affluence, Miami, despite having the lowest income level in the group, would get serious consideration because of the greater number of consumers it offers.

There are times when bigger is not necessarily best. Average EBI per household can also help the marketer cull a pea



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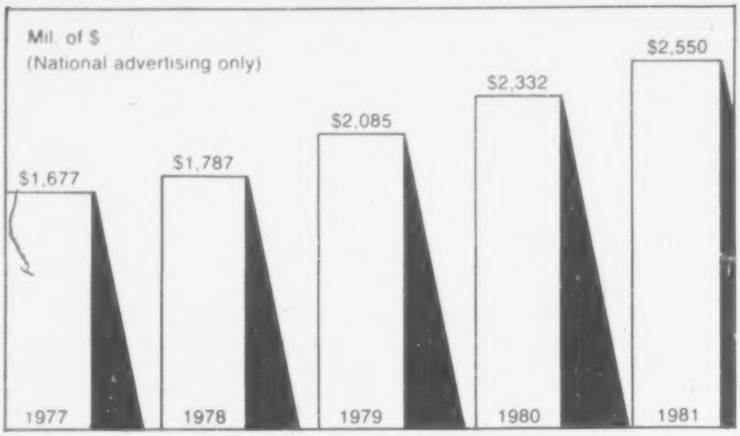

Source: Edward E. Dunleavy, Merrill Lynch Pierce Fenner & Smith, Inc.
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from a pod. Here are five newspaper markets that are very similar in size but with a noticeable income difference:

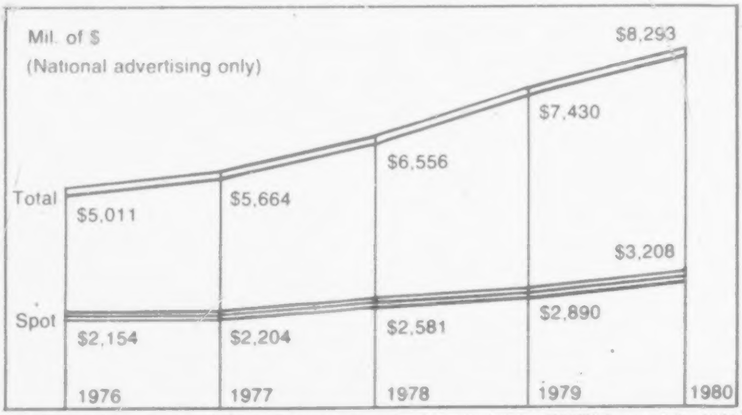
	Total Hshlds. (Thous.)	*Average EBI Per Hshld.*
Louisville	425.9	$21,278
Sacramento	422.2	20,599
Indianapolis	420.8	22,359
Oklahoma City	411.0	19,338
Charlotte-Gastonia, NC	409.9	19,908

In this case, if the marketer is selling a premium-priced product he would give special consideration to Indianapolis, which, despite its ranking third in number of households, has the most affluent consumer buying units among the five markets. Also, while the household count suggests that Indianapolis and Sacramento each get the same share of a newspaper budget, the fact that the typical household in the Indiana market has almost $2,000 more in buying power means it merits an extra heavy weight in an advertising schedule.

Section E: TV Markets

Most consumer-goods marketers these days spend big bucks on TV to support their sales forces. An estimated $8.3 billion will be spent on TV this year, with 61% of the outlay in network and 39% in spots. S&MM's *Survey of TV Markets* (page 147) helps the marketer pick the local markets where spot TV investments can produce the best returns. While audience demographics, program ratings, and cost-per-

A five-year look at TV advertising



Sources: Robert Coen, McCann-Erickson, Inc., for historical data; S&MM forecast for 1980.
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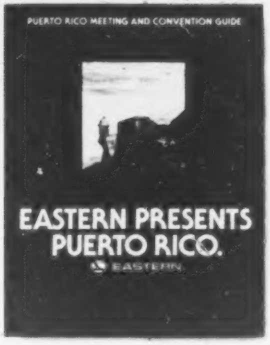
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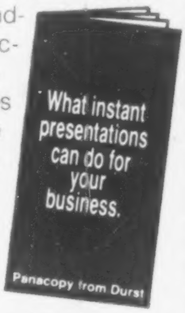

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SURVEY HIGHLIGHT

50 biggest newspaper markets in terms of households

1979 Rank	S&MM Newspaper Market	1979 Households (Thous.)	EBI Per Hshld.	Quality Index U.S.=100	% Hshlds. Coverage
1.	New York	5,133.7	$22,618	109	56.1%
2.	Los Angeles-Long Beach	3,543.8	22,327	108	44.4
3.	Chicago	2,487.3	25,126	121	59.8
4.	Philadelphia	1,769.7	22,604	109	85.0
5.	Detroit	1,639.6	25,228	122	78.7
6.	Boston	1,429.6	21,891	106	69.2
7.	San Francisco-Oakland	1,425.9	23,257	112	56.6
8.	Washington, DC	1,161.8	26,805	130	73.7
9.	Houston	1,149.7	24,608	119	55.3
10.	Minneapolis-St. Paul	1,064.2	21,944	106	58.5
11.	Dallas-Fort Worth	1,033.5	23,945	116	66.5
12.	Miami	1,003.8	21,003	102	42.3
13.	St. Louis	886.9	21,715	105	61.2
14.	Newark, NJ	869.1	26,720	129	55.8
15.	Pittsburgh	848.6	20,493	99	72.3
16.	Nassau-Suffolk	832.3	28,045	136	56.9
17.	Baltimore	772.1	20,005	97	66.0
18.	Denver-Boulder	746.2	21,926	106	69.6
19.	Atlanta	737.3	21,698	105	50.4
20.	Anaheim-Santa Ana-Garden Grove	715.8	24,448	118	34.0
21.	San Diego	704.4	20,054	97	54.9
22.	Cleveland	685.0	23,474	113	92.5
23.	Tampa-St. Petersburg	673.9	16,796	81	69.5
24.	Kansas City	660.1	21,826	106	85.7
25.	Seattle-Everett	643.9	22,187	107	69.9
26.	Phoenix	614.6	20,777	100	59.5
27.	Cincinnati	607.2	21,388	103	58.4
28.	Riverside-San Bernardino-Ontario	546.8	18,610	90	38.3
29.	Portland, OR	545.6	20,692	100	62.9
30.	Des Moines	506.5	21,160	102	46.6
31.	Milwaukee	498.8	22,605	109	85.5
32.	Buffalo	477.6	19,758	96	83.3
33.	San Jose	454.4	27,001	131	50.9
34.	Columbus, OH	453.4	21,126	102	64.9
35.	New Orleans	439.2	21,542	104	66.9
36.	Louisville	425.9	21,278	103	67.7
37.	Sacramento	422.2	20,599	100	60.2
38.	Indianapolis	420.8	22,359	108	73.1
39.	Oklahoma City	411.0	19,338	93	64.4
40.	Charlotte-Gastonia	409.9	19,908	96	52.8
41.	Omaha	406.8	20,428	99	49.8
42.	San Antonio	392.3	20,093	97	66.9
43.	Greensboro-Winston-Salem-High Point	378.5	19,824	96	63.2
44.	Fort Lauderdale-Hollywood	377.1	20,914	101	51.2
45.	Memphis	374.9	18,664	90	65.8
46.	Hartford-New Britain-Bristol	367.0	22,795	110	73.7
47.	Nashville-Davidson	356.2	19,541	94	54.2
48.	Rochester, NY	355.8	22,004	100	68.3
49.	Richmond	339.6	19,888	96	67.8
50.	Little Rock-North Little Rock	327.4	17,723	86	44.5
	50-market total	**43,502.0**	**$22,492**	**109**	**61.4%**
	U.S. total	**78,253.2**	**$20,685**	**100**	**N.A.**

N.A. Not available because of duplicate circulation among newspapers and county redundancy where same county can appear in more than one newspaper market.

Notes: **EBI Per Household** pertains to all the households in the market, not just the newspaper-subscriber households. For data on the income levels of subscriber households, consult the local newspapers in the market as to whether they have such information and the date of their latest research.

Quality Index is calculated by dividing the U.S. average, $20,685, by the market's comparative average; an index of 109 means 9% above average, an index of 97 means 3% below average.

% Households Coverage is calculated by dividing the number of households into total circulation. However, because of duplicate circulation in multinewspaper markets—that is, a household buying more than one newspaper—the ratio must be used with caution.

Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*

Sales & Marketing Management

thousand figure prominently in the formulation of TV budgets, the *Survey*'s basic data on population, Effective Buying Income, and retail sales gives the sophisticated marketer an extra edge in allocating TV dollars among relevant markets.

Retail sales data, for example, can figure critically in the allocation of co-op advertising, an increasingly important part of TV spot budgets. A marketer who relies on supermarket distribution will find food store sales a better indicator than population of where to place co-op dollars because they suggest the level of consumer spending in his key distribution channel. A market's share of population can differ markedly from its share of food store sales, as seen by the TV markets of roughly comparable size (see table, next column).

	% of U.S. Pop.	*% of Food Store Sales*
Washington, DC	1.8020%	1.7716%
Cleveland	1.7531	1.8947
Pittsburgh	1.5250	1.4411
Dallas-Fort Worth	1.5225	1.5304
Houston	1.4680	1.8052
Minneapolis-St. Paul	1.3384	1.1662
St. Louis	1.3341	1.4015

Armed with this additional insight into the comparative appeal of the markets under consideration, the marketer can allocate his TV dollars according to the relative strength of local supermarkets. Dividing a market's share of food store sales by its share of population gives him an index that can be used to weight his TV spending.

Assuming that he originally planned to spend $10,000 in each of the seven markets, he

SURVEY HIGHLIGHT

Retail sales leaders in 1984

1984 Rank	*S&MM Metropolitan Market*	*1984 Retail Sales Forecast ($ Mil.)*	*% Gain 1979–84*	**Growth Index U.S.=100**	*1984 Retail Sales Per Hshld.*	*% Gain 1979–84*
1.	Los Angeles-Long Beach	$ 48,919	57.4%	**87**	$15,773	42.9%
2.	Chicago	47,162	55.6	**84**	17,871	44.0
3.	New York	40,628	40.0	**61**	11,222	40.3
4.	Detroit	33,573	62.6	**95**	20,863	50.1
5.	Houston	28,363	95.6	**145**	23,252	56.4
6.	Philadelphia	26,864	54.6	**83**	15,529	46.8
7.	Dallas-Fort Worth	23,829	73.9	**112**	20,695	49.4
8.	San Francisco-Oakland	23,022	56.8	**86**	16,508	47.4
9.	Boston	22,748	55.1	**83**	15,401	43.5
10.	Washington	21,730	59.3	**90**	18,751	49.3
11.	Nassau-Suffolk	16,770	50.5	**77**	18,708	39.7
12.	Anaheim-Santa Ana-Garden Grove	16,243	70.1	**106**	18,857	41.3
13.	St. Louis	16,130	62.1	**94**	18,169	48.1
14.	Minneapolis-St. Paul	15,476	57.1	**87**	19,433	42.2
15.	Atlanta	14,189	69.4	**105**	18,548	45.9
16.	San Diego	13,201	75.7	**115**	14,815	38.9
17.	Pittsburgh	13,196	50.5	**77**	15,811	45.5
18.	Baltimore	13,048	55.0	**83**	15,953	41.8
19.	Miami	12,676	76.8	**116**	19,286	52.9
20.	Cleveland	12,637	51.8	**78**	17,659	45.3
21.	Denver-Boulder	12,535	74.7	**113**	18,644	48.5
22.	Newark, NJ	12,425	61.9	**94**	17,864	53.7
23.	Seattle-Everett	12,410	66.9	**101**	18,311	44.2
24.	Riverside-San Bernardino-Ontario	11,404	90.6	**137**	15,792	44.3
25.	Tampa-St. Petersburg	11,272	72.8	**110**	15,972	52.1
	25-market total	**$520,450**	**60.9%**	**92**	**$16,954**	**46.6%**
	U.S. total	**$1,473,353**	**66.0%**	**100**	**$16,839**	**48.5%**

Notes: **% Gain in Retail Sales** computed before rounding. **Growth Index** calculated by dividing U.S.'s expected gain, 66.0%, into metropolitan market's comparative % gain. An index above 100 means better-than-average growth; an index below 100, lower-than-average growth.
Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*
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will increase Houston's allocation by 23% because its sales share is that much greater than its population share. Similarly, he boosts Cleveland's budget 8% and St. Louis's 5%. Conversely, he cuts back Minneapolis-St. Paul's budget 13% and Pittsburgh's 6%.

Because studies by A.C. Nielsen and Arbitron show that blacks spend proportionately more time in front of the TV set than the average viewer, the *Survey* includes details on this important population segment. An outstanding trait of the black population is its high degree of geographic concentration, meaning that fewer markets can be used to reach a larger proportion of the targeted audience. The 10 TV markets with the largest number of blacks, as listed below, contain 40% of that minority group but only 29% of the total population:

	% of Total Pop.	*% of Black Pop.*
New York	8.2361%	10.7865%
Chicago	3.7625	5.6064
Philadelphia	3.1072	4.2092
Los Angeles	4.9709	3.8344
Washington, DC	1.8020	3.5583
Detroit	2.1604	2.9168
Houston	1.4680	2.5308
Memphis	0.7664	2.3419
Atlanta	1.2731	2.2606
Baltimore	1.0594	2.1805

The data also enable the marketer to compute the share of a TV market's population that is black, a factor which may influence the content of his advertising message. Among the markets shown here, blacks comprise more than a third of Memphis's population (36%) and more than a fifth of Baltimore's (24%) and Washington's (23%).

These are but a few of the ways that the *Survey of Buying Power—Part II* can be used to sharpen the marketer's analysis of local markets and improve his selection of sales targets. Ingenuity, and a determination to make informed decisions based upon factual variables, will suggest a host of others.

The 50 biggest TV markets in population

1979 Rank	*S&MM-ARB TV Market*	*1979 Total Pop. (Thous.)*	*Retail Sales Per Hshld. (Avg.)*	*EBI Per Hshld. (Avg.)*	*EBI Quality Index U.S.=100*
1.	New York	18,158.6	$ 9,766	$22,847	110
2.	Los Angeles	10,413.2	11,416	22,020	106
3.	Chicago	8,295.4	12,314	24,870	120
4.	Philadelphia	6,850.7	10,925	22,573	109
5.	Boston	5,376.3	10,946	21,523	104
6.	San Francisco	4,961.3	11,779	23,865	115
7.	Detroit	4,763.2	13,802	25,693	124
8.	Washington, DC	3,972.9	11,999	24,922	120
9.	Cleveland	3,865.1	11,940	22,218	107
10.	Pittsburgh	3,362.2	10,635	19,782	96
11.	Dallas-Ft. Worth	3,356.8	13,178	22,858	111
12.	Houston	3,236.7	14,415	24,702	119
13.	Minneapolis-St. Paul	2,950.9	12,741	22,137	107
14.	St. Louis	2,941.4	11,732	21,017	102
15.	Atlanta	2,806.8	11,753	20,237	98
16.	Seattle-Tacoma	2,661.8	11,906	22,138	107
17.	Miami	2,471.8	13,281	21,204	103
18.	Baltimore	2,335.8	11,234	19,852	96
19.	Indianapolis	2,236.6	11,686	21,629	105
20.	Tampa-St. Petersburg	2,230.5	10,919	16,867	82
21.	Denver	2,141.4	12,509	21,975	106
22.	Sacramento-Stockton	2,107.9	12,020	20,216	98
23.	Hartford-New Haven	1,971.8	10,172	22,073	107
24.	Portland, OR	1,942.6	11,654	20,169	98
25.	Cincinnati	1,924.8	10,892	20,796	101
26.	Milwaukee	1,908.2	11,830	22,217	107
27.	Kansas City	1,887.9	11,608	21,623	105
28.	San Diego	1,841.2	10,665	20,054	97
29.	Buffalo	1,763.2	10,052	18,787	91
30.	Nashville	1,725.4	10,566	17,886	86
31.	Phoenix	1,716.9	11,943	20,850	101
32.	Memphis	1,689.8	10,013	17,167	83
33.	Providence	1,658.5	9,660	19,577	95
34.	Columbus, OH	1,647.3	11,144	20,205	98
35.	New Orleans	1,627.5	11,588	20,718	100
36.	Charlotte, NC	1,621.1	10,536	19,596	95
37.	Grand Rapids-Kalamazoo-Battle Creek	1,556.9	11,614	18,347	89
38.	Greenville-Spartanburg-Asheville, SC	1,510.2	10,039	17,624	85
39.	Salt Lake City	1,508.1	11,778	20,216	98
40.	Raleigh-Durham, NC	1,504.6	10,189	18,487	89
41.	Norfolk-Portsmouth-Newport News-Hampton, VA	1,430.7	10,829	18,882	91
42.	Charleston-Huntington, WV	1,427.4	10,403	17,212	83
43.	Louisville	1,422.4	10,937	20,942	101
44.	Oklahoma City	1,374.5	10,496	18,503	89
45.	San Antonio	1,369.0	11,383	19,472	94
46.	Orlando-Daytona Beach	1,339.3	12,463	17,460	84
47.	Harrisburg-York-Lancaster-Lebanon, PA	1,320.9	11,439	21,197	102
48.	Wilkes Barre-Scranton, PA	1,305.4	9,520	16,773	81
49.	Birmingham	1,292.8	10,244	17,602	85
50.	Flint-Saginaw-Bay City, MI	1,277.1	12,802	22,144	107
	50-market total	**146,062.8**	**$11,379**	**$21,643**	**105**
	U.S. total	**221,582.4**	**$11,342**	**$20,685**	**100**

Notes: S&MM's TV Markets are based on American Research Bureau's (Arbitron) Area of Dominant Influence. **EBI Quality Index** is calculated by dividing the all-U.S. average Effective Buying Income (EBI) per Household, $20,685, into the TV market's comparative figure. The EBI average applies to all households in the markets, not just those with a TV set.

Source: *Sales & Marketing Management's 1980 Survey of Buying Power—Part II.*

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SPECIAL REPORT PREVIEW

Managing costs for more productive selling

So relentless is the upward spiral of selling costs (see S&MM Barometer, Oct.6), that the worst fears of sales and marketing executives are being realized. Thus, managing sales costs has emerged as a critical concern for marketers, and it's likely to remain so for most of the 1980s.

Is management making the best use of the direct sales force? Should the sales force be disbanded or reserved for calling on major accounts? How much responsibility can be assumed by independent reps, distributors, or telephone salespeople? Such questions are at the heart of the cost-control problem, and they will be explored in detail in a 32-page Special Report in the Dec. 8 issue of S&MM.

Computers to the rescue

This exclusive report will include case histories on what alert marketers are doing right now to stem the tide of rising costs. Companies that once prided themselves on selling only through their own field salespeople already are seeking alternatives. In some instances they're bringing their best people into the home office to do business over the phone. Greater use is being made of direct mail to back up the sales effort.

The computer plays an important role, too, making it possible to identify cost problems and analyze them. What's more, now that many district and regional sales offices have their own computers tied directly to headquarters, field salespeople have access to a wealth of information that enables them to be more productive.

The computer is also helpful to a new breed of executive placed strategically in many corporate hierarchies. He's called the marketing controller, and he recognizes marketers for one thing they are: cost-producers. Look out for that one.

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Next to our famous white beaches and blue Atlantic Ocean, we're the main attraction on the Ocean in a modern resort town located just a couple of hours from Washington, Baltimore and Philadelphia.

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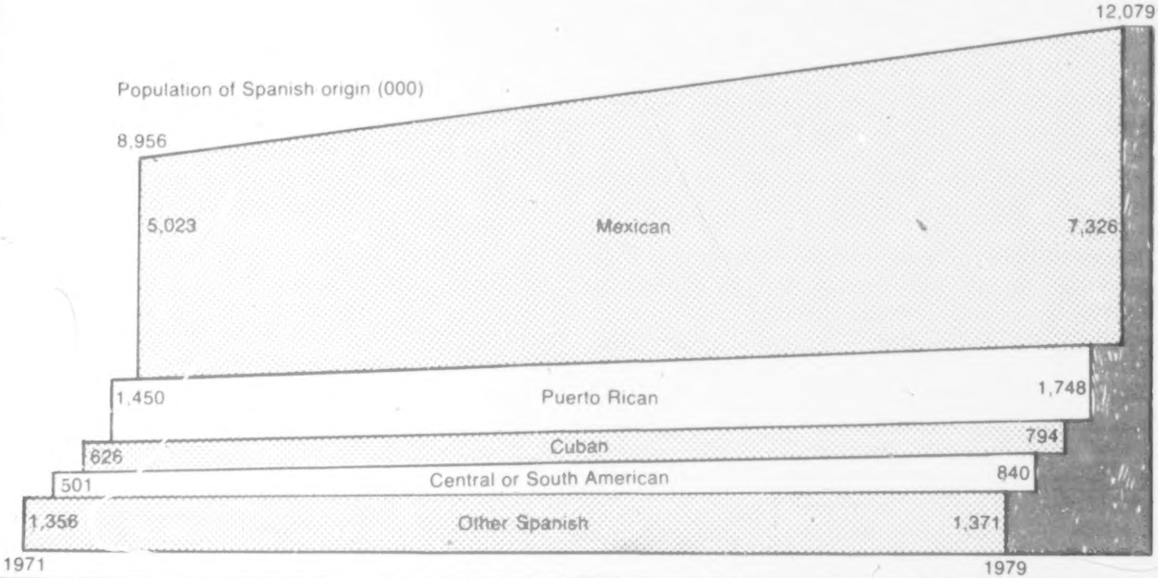
S&MM MARKETGRAPH

Latinos: A market that grows to a lively salsa beat

While the ranks of illegal aliens make it hard to be precise about the Latino market, the rapid growth in the number of Spanish-origin persons counted each year in the Census Bureau's sample survey underscores their increasing significance to marketers. Not only is the market growing five times faster than the all-U.S. rate, but a noticeable shift from blue-to white-collar jobs is enhancing its buying power.

A sizzling 35% growth in eight years—five times faster than the U.S. rate



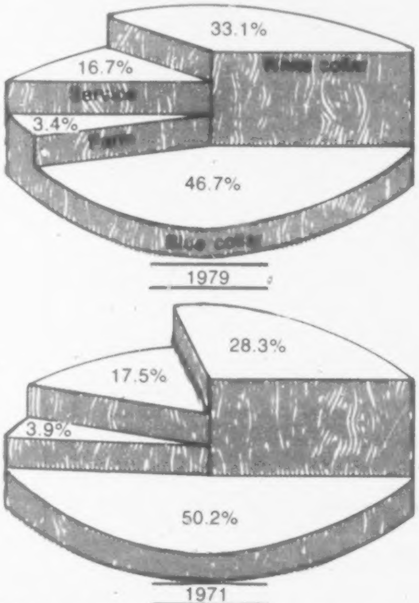
Distinctive income pattern by market segment

	Total	Mexican	Puerto Rican	Cuban	Other Spanish[1]
No. of Families (000)	2,741	1,620	434	208	479
Median Income	$12,566	$12,835	$8,282	$15,326	$14,272
Family Income	100.0%	100.0%	100.0%	100.0%	100.0%
$25,000 or more	13.5%	13.5%	6.4%	17.3%	18.1%
$15,000–$24,999	27.6	28.2	19.6	34.1	29.7
$7,000–$14,999	35.2	37.2	30.0	32.1	34.0
Under $7,000	23.8	21.0	44.0	15.6	18.3

[1] Includes Central or South American.

Moving into better jobs

Occupational breakdown of employed workers



Note: 16-year-olds and older included in 1979 breakdown; 14-year-olds and older in 1971.

Sources: S&MM calculations; Census Bureau, *Persons of Spanish Origin in the U.S.: March 1979 (Advance Report)*, Series P-20, No. 347.

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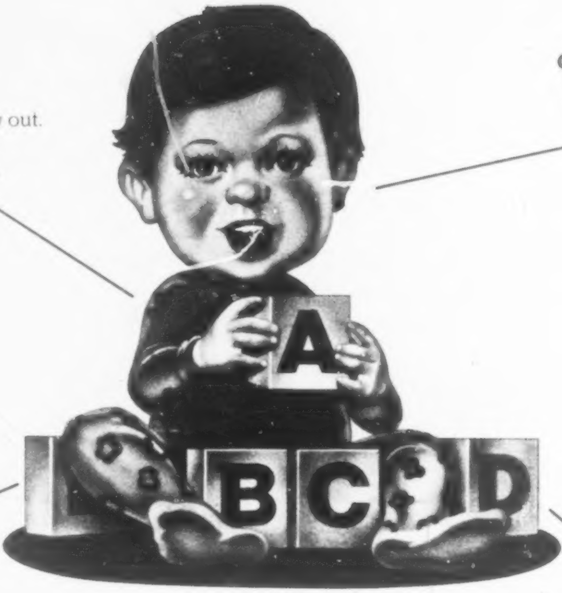
Grab Spanish from the start.



A is for amusement.
Hispanic kids love a great day out.

C is for clothes and cosmetics.
Hispanic mothers take great
pride in their babies' look.

B is for baby foods.
And for that matter,
Hispanic babies
get only the best.

D is for demographic explosion.
There are nearly twice as many
Hispanic babies than Anglo babies
born every year in
the Los Angeles area.

It's really so easy when you grab things from the start. The rest simply follows. Once a consumer, always a consumer. And there are 650,000 Hispanic children in the Los Angeles area. Their parents read La Opinión. It's their daily newspaper. In it they find out what's best for their kids. So if you want to grab Spanish, phone us collect at (213) 748-1191. If you grab it from the beginning, you might grab it for good.

LA OPINION

Since 1926 the only Spanish language daily in Los Angeles.

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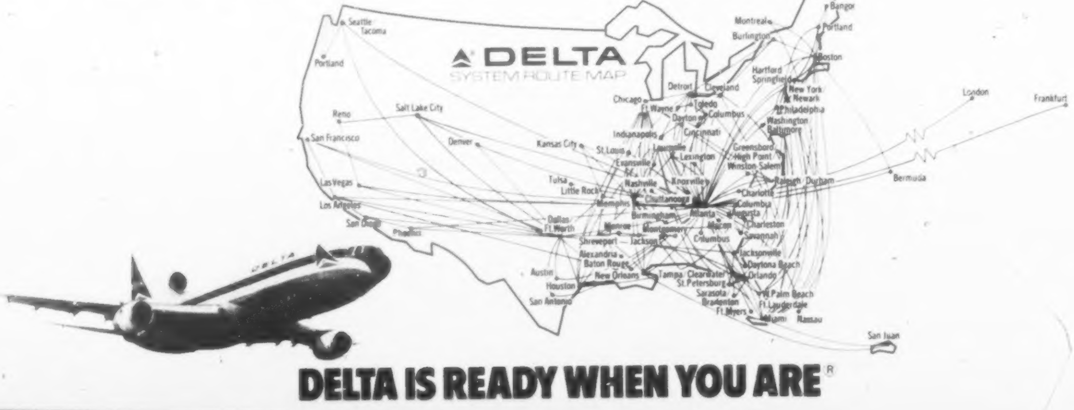
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Section B

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
Merchandise Line Sales

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES	RETAIL SALES BY MERCHANDISE LINE—1979													
	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
STATE S&MM METRO AREA	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
ALABAMA														
ANNISTON	77,218	74,589	10,435	8,132	22,143	7,911	14,358	7,113	6,969	4,318	9,311	3,281	9,601	7,891
BIRMINGHAM	600,166	570,596	85,897	67,637	197,674	64,235	108,617	63,718	59,196	39,022	55,085	21,780	95,361	80,469
FLORENCE	80,519	77,081	16,724	7,740	25,720	10,923	18,221	9,508	9,380	5,598	10,366	2,650	10,214	8,834
GADSDEN	61,608	60,275	10,234	7,920	24,120	8,563	14,254	8,103	7,509	5,003	9,891	2,693	8,214	6,107
HUNTSVILLE	183,050	174,175	25,148	17,858	56,833	20,813	37,121	20,925	17,043	10,907	18,611	5,664	25,552	21,629
MOBILE	285,865	271,093	49,629	36,174	89,180	44,987	45,963	18,241	27,109	14,930	33,184	13,618	38,887	31,816
MONTGOMERY	154,355	149,042	22,164	16,544	62,273	28,398	31,444	14,386	17,915	11,275	18,949	5,146	24,493	18,735
TUSCALOOSA	77,582	74,957	10,523	7,932	26,485	11,707	15,964	7,389	8,756	6,102	9,232	3,803	11,619	10,411
NONMETRO PORTION OF STATE	794,583	772,271	104,213	83,819	148,711	26,214	96,211	52,698	48,925	31,995	74,780	31,054	85,790	74,663
TOTAL STATE	2,340,843	2,249,504	338,001	256,579	655,162	223,751	383,849	203,439	203,401	129,602	240,246	90,025	310,951	261,417
ALASKA														
ANCHORAGE	216,285	213,417	24,165	21,064	46,928	22,771	30,714	14,063	18,360	7,927	14,985	4,997	18,270	9,397
NONMETRO PORTION OF STATE	224,070	212,290	18,785	13,747	30,740	6,065	25,263	10,230	11,485	4,850	11,981	2,499	11,233	6,032
TOTAL STATE	440,355	425,707	42,950	34,811	77,668	28,836	55,977	24,293	29,845	12,777	26,966	7,496	29,503	15,429
ARIZONA														
PHOENIX	1,095,383	1,046,416	138,789	109,999	271,131	144,081	151,445	54,012	81,985	41,314	104,897	44,978	171,612	145,471
TUCSON	383,161	361,572	51,266	41,284	91,065	45,788	48,531	14,902	30,325	16,367	31,154	12,092	57,555	45,162
NONMETRO PORTION OF STATE	458,681	425,141	45,289	35,368	73,009	14,873	49,960	18,531	20,338	9,566	29,676	16,609	27,321	19,842
TOTAL STATE	1,937,225	1,808,123	235,344	186,651	435,205	204,742	249,936	87,445	132,648	67,247	165,727	73,679	256,488	210,475
ARKANSAS														
FAYETTEVILLE - SPRINGDALE	114,654	111,134	15,225	9,542	35,830	17,776	21,814	8,634	11,891	5,814	13,425	3,971	12,159	7,984
FORT SMITH	137,541	133,170	16,259	11,974	37,481	19,448	23,610	10,743	16,362	9,419	14,071	5,849	15,641	13,650
LITTLE ROCK - NORTH LITTLE ROCK	269,047	256,284	45,126	34,314	101,865	51,094	58,339	26,723	32,363	17,504	32,126	10,248	42,615	31,069
PINE BLUFF	54,339	50,935	8,827	6,703	17,336	8,968	9,868	3,140	4,793	2,479	7,789	2,407	8,100	6,733
TEXARKANA	102,057	100,267	10,213	8,470	22,291	9,340	12,483	6,773	7,844	5,162	9,609	3,318	8,740	6,621
NONMETRO PORTION OF STATE	760,320	738,748	105,989	81,896	153,158	26,499	96,550	53,589	53,438	33,937	71,206	29,359	68,602	57,409
TOTAL STATE	1,376,130	1,329,276	196,725	149,085	355,300	126,117	215,372	106,198	122,162	71,396	140,956	52,418	149,217	118,033

(continued on page 36)

Guide to using S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES	RETAIL SALES BY MERCHANDISE LINE—1979													
	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
STATE S&MM METRO AREA	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
	1	2	3	2	4	2	5	2	6	2	7	2	8	2

Merchandise Line Sales data pertain to the total sales of a product category by the various retail-store types handling that category in the market. That is, if the dollar sales of "groceries and other foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the result would be the merchandise line sales for that category. Hence, merchandise line sales should not be confused with retail store sales, which pertain to the business volume of a type of retail outlet, such as a food store. A food store, of course, sells many more types of merchandise than just food products. Updated from the 1972 Census of Retail Trade (because the Census Bureau had not released data from the 1977 Census at the time S&MM's estimates were prepared) the merchandise line sales data shown in this section refer to seven broad product groups, such as groceries and other food products, footwear, and drugs and other health aids. Merchandise line totals give a more realistic estimate of a particular product's market potential than is provided by the store-type sales associated with the product.

1 Groceries and other foods includes meat, fish, and poultry; produce; frozen foods; dairy products; bakery products, except frozen; and all other foods.
(Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products not included.)

2 To enhance the usefulness of the merchandise line totals, the *Survey of Buying Power* shows for each product category the dollar sales accounted for by the dominant store type associated with the product classification. That makes the data helpful in analyzing distribution channels in the market. The dominant store types, and their related merchandise line category, shown in the tables are: food stores for groceries and other foods; drugstores for drugs and other health aids; department stores for women's and girl's clothing; apparel stores for men's and boys' clothing; apparel stores for footwear; furniture/home furnishings/appliance stores for major household appliances; and furniture/home furnishings/appliance stores for furniture and sleep equipment.

3 Drugs and other health aids includes prescriptions; nonprescription medicines; and other health aids.

4 Women's and girls' clothing includes infants' and toddlers' apparel and accessories; young girls' and subteen clothing and accessories; women's, misses', juniors' furs and fur garments; women's, misses', juniors' dresses; women's, misses', juniors' coats, suits, jackets, and rainwear; women's, misses', juniors' sportswear; women's hosiery; women's bras, girdles, and daytime lingerie; women's sleepwear and robes; women's handbags; women's hats, hairpieces, and trimmings; women's gloves; and all other women's apparel and accessories.

5 Men's and boys' clothing includes boys', young men's, and "student" clothing and accessories; men's overcoats, topcoats, raincoats, suits, and formal wear; men's sport and casual outerwear; men's uniform and work clothing; men's sport and dress shirts; men's sweaters, hosiery, pajamas, robes, and underwear; men's sport and playwear; and other men's apparel and furnishings.

6 Footwear includes men's and boys' footwear; women's and girls' footwear; and children's footwear.
(Note: Infants' and toddlers' footwear not included.)

7 Major household appliances includes such items as vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, air conditioners, dishwashers, clothes washers and dryers, stoves and ovens, trash compactors, and disposal units.

8 Furniture and sleep equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor and office furniture.

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SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

REGION State	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**9,480,054**	**9,157,624**	**1,021,279**	**813,455**	**2,575,306**	**1,142,813**	**1,439,431**	**699,265**	**726,977**	**433,926**	**593,989**	**268,830**	**735,340**	**548,523**
Connecticut	2,341,565	2,259,262	244,673	179,060	637,878	292,816	333,785	173,773	163,293	101,674	147,368	78,476	201,278	152,867
Maine	821,925	796,830	94,784	75,861	169,523	69,863	122,474	54,153	65,698	32,803	52,526	18,026	61,517	45,979
Massachusetts	4,563,618	4,414,647	506,345	419,572	1,380,496	629,979	756,026	361,947	382,641	232,800	274,485	118,125	346,198	252,125
New Hampshire	777,668	742,878	66,704	52,620	155,673	57,939	93,312	43,634	51,493	27,725	54,358	25,578	53,591	41,751
Rhode Island	635,311	616,819	73,433	60,696	164,845	71,763	90,166	41,749	42,064	25,717	39,378	16,763	48,907	37,569
Vermont	339,967	327,188	35,338	25,646	66,891	20,453	43,668	24,009	21,788	13,207	25,874	11,862	23,849	18,232
MIDDLE ATLANTIC	**28,199,754**	**26,961,622**	**2,955,806**	**2,353,573**	**8,528,895**	**4,011,273**	**4,695,387**	**2,327,151**	**2,359,745**	**1,554,882**	**1,862,320**	**852,126**	**2,640,973**	**1,920,539**
New Jersey	6,421,147	6,107,375	582,207	436,042	1,828,714	824,563	1,016,589	525,209	501,785	349,268	398,846	184,309	631,184	471,878
New York	13,419,498	12,870,037	1,429,889	1,152,986	4,031,435	1,896,801	2,168,536	169,700	1,113,526	758,738	788,077	361,605	1,188,466	865,470
Pennsylvania	8,359,109	7,984,210	943,709	764,545	2,668,746	1,289,909	1,510,262	632,242	744,434	446,876	675,397	306,212	821,323	583,191
EAST NORTH CENTRAL	**31,805,208**	**30,313,622**	**3,918,598**	**3,013,767**	**9,093,064**	**4,455,413**	**5,190,444**	**2,219,315**	**2,638,460**	**1,489,019**	**2,507,964**	**1,043,894**	**3,337,951**	**2,421,526**
Illinois	8,544,460	8,131,658	934,141	741,178	2,834,756	1,211,754	1,582,657	729,371	801,360	463,342	669,360	261,771	1,000,395	739,347
Indiana	3,891,121	3,736,807	575,770	463,405	1,057,204	528,022	604,778	237,628	310,502	173,347	320,637	116,578	377,981	282,191
Michigan	7,028,543	6,719,037	989,230	766,211	2,225,580	1,104,513	1,275,926	597,831	643,117	377,584	622,581	294,294	796,271	559,921
Ohio	8,670,243	8,324,470	1,064,098	761,260	2,148,964	1,268,847	1,230,181	452,506	616,367	336,183	618,293	250,594	835,393	597,762
Wisconsin	3,670,841	3,401,650	355,359	281,713	826,560	342,277	496,902	201,979	267,114	138,563	277,093	120,657	327,911	242,305
WEST NORTH CENTRAL	**12,143,723**	**11,559,756**	**1,549,737**	**1,100,311**	**3,375,898**	**1,531,281**	**2,122,732**	**939,608**	**1,028,059**	**578,940**	**1,099,637**	**456,930**	**1,270,253**	**941,851**
Iowa	2,113,745	2,030,284	245,997	180,651	517,609	241,732	333,336	156,264	155,829	92,364	195,382	79,277	201,508	159,015
Kansas	1,632,808	1,564,535	237,036	150,530	449,654	189,886	291,466	144,285	142,732	86,717	174,231	80,771	177,207	133,001
Minnesota	2,918,159	2,692,509	333,530	249,363	901,193	430,385	574,876	219,333	252,630	126,238	233,617	88,868	321,478	221,560
Missouri	3,635,162	3,480,782	487,874	340,897	973,505	461,764	569,512	237,574	303,363	169,562	311,162	125,337	362,869	262,501
Nebraska	1,016,676	969,882	134,566	89,494	280,167	127,360	180,019	81,075	84,432	49,894	103,006	49,505	123,093	96,701
North Dakota	391,808	381,040	50,193	41,783	138,425	42,218	93,474	56,389	48,096	30,691	40,118	15,126	44,285	36,705
South Dakota	435,365	420,724	60,541	47,593	115,345	37,936	80,049	44,688	40,977	23,474	42,121	18,046	39,813	32,368
SOUTH ATLANTIC	**26,544,654**	**25,549,419**	**3,461,379**	**2,777,265**	**7,106,724**	**3,238,373**	**4,049,672**	**1,844,582**	**2,120,454**	**1,230,897**	**2,380,781**	**993,167**	**3,390,343**	**2,679,791**
Delaware	474,045	461,565	58,376	48,816	122,100	64,741	84,604	31,801	39,171	22,482	45,571	19,732	63,112	50,629
District of Columbia	347,189	326,407	71,370	57,391	129,795	37,729	74,813	50,797	43,521	35,007	24,831	12,800	61,640	50,317
Florida	7,935,272	7,701,292	900,176	747,413	2,057,826	946,144	1,111,568	490,761	573,895	339,298	754,347	320,058	1,042,104	810,452
Georgia	3,596,174	3,472,490	459,215	380,671	1,001,784	489,802	570,925	263,359	298,877	171,242	342,676	139,747	429,677	323,163
Maryland	3,506,358	3,319,123	444,992	326,862	962,909	505,784	534,879	251,180	264,087	167,212	248,575	109,486	414,767	298,345
North Carolina	3,574,359	3,410,908	529,180	434,518	950,676	374,152	564,313	261,048	305,176	177,293	343,252	141,391	498,883	438,953
South Carolina	1,948,897	1,883,458	259,489	208,991	495,702	182,185	310,557	145,304	160,732	94,044	169,007	70,785	233,191	199,000
Virginia	3,850,339	3,695,725	554,673	431,847	1,034,218	478,845	603,961	272,566	335,510	172,845	329,048	123,278	503,172	394,998
West Virginia	1,312,021	1,278,451	183,908	140,756	351,714	158,991	194,052	77,766	99,465	51,474	123,474	55,890	143,797	113,734
EAST SOUTH CENTRAL	**9,401,269**	**9,045,461**	**1,248,481**	**961,601**	**2,419,941**	**931,970**	**1,433,771**	**674,431**	**755,698**	**437,761**	**889,915**	**367,618**	**1,111,187**	**912,315**
Alabama	2,340,843	2,249,504	338,001	256,579	655,162	223,751	383,849	203,439	203,401	129,602	240,246	90,025	310,951	261,417
Kentucky	2,531,739	2,424,036	331,047	251,365	598,951	248,525	353,652	152,721	188,899	109,611	213,675	106,622	272,225	220,504
Mississippi	1,606,844	1,558,991	197,437	159,288	377,893	81,945	227,268	109,199	115,443	67,180	154,765	59,719	163,730	131,709
Tennessee	2,921,843	2,812,930	381,996	294,369	787,935	377,749	469,002	209,072	247,947	131,368	281,229	111,252	364,281	298,685
WEST SOUTH CENTRAL	**17,103,225**	**16,291,589**	**2,263,518**	**1,606,402**	**4,736,389**	**1,904,255**	**2,919,235**	**1,462,347**	**1,544,434**	**923,290**	**1,673,796**	**664,753**	**2,056,114**	**1,627,766**
Arkansas	1,376,130	1,329,276	196,725	149,085	355,300	126,117	215,372	106,193	122,162	71,396	140,956	52,418	149,217	118,033
Louisiana	2,789,724	2,670,063	404,547	265,858	744,395	292,583	479,700	227,920	259,763	148,593	292,645	120,284	340,015	272,450
Oklahoma	2,038,250	1,965,096	261,184	161,497	519,611	165,229	336,998	198,786	179,481	115,336	177,730	70,833	247,968	200,230
Texas	10,899,131	10,427,154	1,500,762	1,029,962	3,117,083	1,320,326	1,887,165	929,448	983,028	587,955	1,062,465	421,218	1,318,914	1,037,053
MOUNTAIN	**7,923,811**	**7,592,986**	**966,426**	**743,418**	**2,011,719**	**890,548**	**1,245,231**	**541,797**	**644,585**	**344,124**	**707,039**	**319,001**	**947,821**	**755,812**
Arizona	1,937,225	1,833,123	235,344	186,651	435,205	204,742	249,936	87,445	132,648	67,247	165,727	73,679	256,488	210,475
Colorado	2,140,572	2,071,168	227,192	152,509	540,020	234,508	338,212	155,425	170,067	94,452	181,561	82,947	226,286	170,903
Idaho	668,348	641,979	71,621	55,849	150,453	54,874	99,643	47,156	54,827	31,085	65,815	34,175	67,962	56,365
Montana	594,972	580,629	89,190	74,569	145,258	56,366	98,287	55,052	49,325	28,304	53,111	26,983	65,660	51,741
Nevada	557,717	534,266	131,642	115,428	190,899	102,042	111,940	44,771	53,914	26,507	58,189	21,083	72,118	52,183
New Mexico	839,712	792,875	96,799	74,485	201,404	70,665	123,655	59,543	69,766	42,030	73,646	28,657	101,162	80,031
Utah	832,257	800,584	69,872	52,246	265,578	152,034	169,256	62,231	84,821	35,726	76,223	32,435	128,688	110,447
Wyoming	353,008	338,362	44,766	31,681	82,902	15,317	54,302	30,174	29,217	18,773	32,767	19,042	29,457	23,667
PACIFIC	**24,405,798**	**23,031,495**	**3,235,177**	**2,560,811**	**6,430,285**	**3,186,181**	**3,757,883**	**1,671,425**	**1,944,009**	**1,101,121**	**1,945,836**	**790,805**	**3,213,622**	**2,470,330**
Alaska	440,355	425,707	42,950	34,811	77,668	28,836	55,977	24,293	29,845	12,777	26,966	7,496	29,503	15,429
California	18,641,377	17,548,145	2,305,300	1,837,808	4,775,263	2,414,799	2,763,872	1,246,207	1,396,895	809,757	1,420,390	557,307	2,496,127	1,937,186
Hawaii	670,640	596,810	127,779	103,533	242,566	90,035	151,272	75,307	65,220	29,377	53,124	19,829	51,773	26,014
Oregon	1,778,811	1,667,666	293,186	224,327	579,678	305,781	339,619	127,315	203,757	105,020	200,574	100,003	267,625	209,724
Washington	2,874,615	2,793,167	465,962	360,332	755,110	346,730	447,143	198,303	248,292	144,190	244,782	106,170	368,594	281,977
TOTAL UNITED STATES	**167,007,506**	**159,583,574**	**20,720,480**	**15,930,603**	**46,278,221**	**21,292,107**	**26,853,786**	**12,379,921**	**13,762,413**	**8,093,960**	**13,661,277**	**5,757,124**	**18,703,604**	**14,278,453**

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
CALIFORNIA														
ANAHEIM - SANTA ANA - GARDEN GROVE	1,626,851	1,489,670	196,603	136,051	445,032	248,175	262,249	108,851	125,389	67,993	127,022	49,824	260,598	205,911
BAKERSFIELD	329,012	315,343	42,523	34,990	62,639	29,913	36,375	15,873	19,112	10,710	23,900	9,820	36,559	30,384
FRESNO	436,050	412,732	57,650	49,219	93,067	48,823	58,261	25,993	30,648	16,774	36,023	10,279	51,010	42,250
LOS ANGELES - LONG BEACH	5,800,266	5,412,247	711,789	553,520	1,640,251	808,347	956,883	461,686	463,572	286,352	415,433	180,061	805,968	635,166
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED A REA	*8,888,063*	*8,293,080*	*1,083,920*	*836,030*	*2,449,889*	*1,257,421*	*1,434,932*	*642,183*	*786,309*	*411,907*	*664,263*	*268,620*	*1,243,411*	*971,352*
MODESTO	209,919	203,083	27,222	22,067	55,053	27,316	33,315	10,151	17,665	8,346	27,249	12,311	26,282	20,395
OXNARD - SIMI VALLEY - VENTURA	411,485	396,244	43,411	36,617	86,128	38,813	53,337	18,471	30,434	14,189	29,521	7,577	49,631	37,289
RIVERSIDE - SAN BERNARDINO - ONTARIO	1,049,461	994,919	132,117	99,842	278,478	162,086	152,463	53,175	86,914	43,373	92,287	31,158	127,214	92,986
SACRAMENTO	907,974	856,881	86,404	71,521	202,844	113,959	115,627	44,461	61,402	35,671	66,114	25,344	116,072	93,901
SALINAS - SEASIDE - MONTEREY	197,929	191,708	27,626	24,566	59,601	21,055	34,700	20,855	16,502	11,082	17,577	9,[illegible]	25,098	18,054
SAN DIEGO	1,256,350	1,164,464	152,591	113,388	362,788	196,987	210,622	84,124	109,546	60,372	127,054	45,445	215,487	167,203
SAN FRANCISCO - OAKLAND	2,710,766	2,568,562	353,108	301,166	743,320	379,301	397,849	200,798	208,041	126,058	190,349	70,003	383,276	284,992
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*3,999,999*	*3,783,941*	*512,138*	*422,023*	*1,066,650*	*549,367*	*580,801*	*275,408*	*299,654*	*174,442*	*292,174*	*118,612*	*566,485*	*427,723*
SAN JOSE	1,050,390	986,760	128,156	94,371	282,717	149,007	159,062	64,376	79,633	43,922	85,573	41,778	161,663	125,198
SANTA BARBARA - SANTA MARIA - LOMPOC	229,146	219,489	25,851	22,073	55,672	23,279	30,053	13,995	16,408	10,625	16,896	8,220	35,629	29,299
SANTA CRUZ	166,741	159,984	21,984	19,967	30,313	15,456	18,280	7,320	9,373	5,382	13,815	4,031	12,511	9,165
SANTA ROSA	266,708	258,878	28,579	24,001	46,723	24,620	28,022	10,603	13,016	5,742	18,528	4,991	29,767	22,780
STOCKTON	273,221	258,520	39,926	33,956	66,601	30,522	38,618	17,186	18,571	10,528	21,503	8,533	33,937	27,302
VALLEJO - FAIRFIELD - NAPA	238,843	228,619	30,874	26,486	40,613	21,059	23,890	10,234	11,980	4,462	16,252	6,831	21,546	17,533
NONMETRO PORTION OF STATE	1,480,265	1,430,042	198,886	172,007	223,403	76,001	154,316	78,055	78,689	48,176	95,294	31,991	103,879	77,378
TOTAL STATE	18,641,377	17,548,145	2,305,300	1,837,808	4,775,263	2,414,799	2,763,872	1,246,207	1,396,895	809,757	1,420,390	557,307	2,496,127	1,937,186
COLORADO														
COLORADO SPRINGS	191,465	186,950	18,571	12,634	50,429	23,684	31,837	13,745	15,003	7,091	23,427	10,519	27,956	20,540
DENVER - BOULDER	1,277,746	1,230,959	136,826	91,209	352,493	173,102	211,422	94,221	106,436	60,946	100,973	42,778	150,853	112,256
FORT COLLINS	100,827	97,060	11,566	7,862	26,138	8,964	18,470	8,747	9,580	4,698	12,792	7,111	10,094	8,375
GREELEY	64,253	61,852	6,177	4,178	15,507	6,321	10,776	4,307	5,445	2,420	7,629	3,909	5,704	4,601
PUEBLO	91,407	89,823	9,583	6,464	24,529	12,951	14,325	5,102	7,[illegible]	3,667	8,087	2,[illegible]	8,562	6,227
NONMETRO PORTION OF STATE	414,874	404,534	44,469	30,162	70,924	9,286	51,382	29,103	25,674	15,630	28,653	16,050	23,117	18,904
TOTAL STATE	2,140,572	2,071,168	227,192	152,509	540,020	234,508	338,212	155,425	170,067	94,452	181,561	82,947	226,286	170,903
CONNECTICUT														
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	625,318	611,040	60,653	47,530	193,241	84,665	97,394	58,386	49,862	34,094	43,287	27,745	61,987	47,818
HARTFORD - NEW BRITAIN - BRISTOL	806,695	776,255	91,168	65,285	217,910	105,844	114,553	57,044	57,103	34,582	45,867	22,395	68,760	52,455
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	585,677	561,919	60,819	41,606	158,513	74,002	82,573	40,031	36,524	21,293	37,469	18,675	46,887	34,930
NEW LONDON - NORWICH	164,497	155,553	16,992	12,971	38,140	17,793	22,628	8,810	9,532	4,810	13,220	6,047	14,219	11,058
NONMETRO PORTION OF STATE	159,378	154,495	15,043	11,668	30,074	10,512	16,637	9,502	10,272	6,895	7,525	3,614	9,425	6,606
TOTAL STATE	2,341,565	2,259,262	244,675	179,060	627,878	292,816	333,785	173,773	163,293	101,674	147,368	78,476	201,278	152,867
DELAWARE														
WILMINGTON	380,018	367,371	48,675	41,402	119,252	61,990	65,291	23,886	30,640	17,904	35,916	18,575	55,551	45,953
NONMETRO PORTION OF STATE	175,458	173,353	16,051	12,380	10,919	3,997	23,291	9,671	10,782	5,893	14,116	3,673	14,641	10,900
TOTAL STATE	474,045	461,565	58,376	48,816	122,100	64,741	84,604	31,801	39,171	22,482	45,571	19,733	68,112	50,629
DISTRICT OF COLUMBIA														
WASHINGTON	2,485,851	2,345,338	417,758	333,411	842,026	427,237	463,955	218,574	234,175	150,635	171,112	67,887	367,462	267,883
TOTAL STATE	347,189	326,407	71,270	57,391	129,795	37,729	74,813	50,797	43,521	35,007	24,831	12,800	61,640	50,517
FLORIDA														
BRADENTON	132,766	128,946	16,899	14,343	31,449	14,807	18,565	6,637	8,689	3,639	15,690	5,755	12,754	9,343
DAYTONA BEACH	192,007	187,722	31,312	27,451	54,681	24,023	29,622	11,641	12,760	6,788	21,525	8,977	22,752	18,277
FORT LAUDERDALE - HOLLYWOOD	905,244	883,196	107,266	91,436	282,431	129,114	138,972	63,542	72,138	45,865	84,157	38,892	138,947	108,282
FORT MYERS - CAPE CORAL	192,400	189,643	16,373	12,172	47,235	23,416	24,824	8,990	11,058	7,090	21,529	11,329	38,480	28,794
GAINESVILLE	118,453	114,021	14,828	13,055	27,738	12,640	15,409	7,611	8,277	5,463	8,929	5,600	16,862	14,269
JACKSONVILLE	553,148	524,205	44,147	37,225	121,460	45,268	69,347	31,048	34,061	21,557	51,929	23,964	57,642	45,311
LAKELAND - WINTER HAVEN	249,691	244,694	34,864	30,188	51,013	24,062	29,068	14,145	16,484	10,535	27,519	12,027	22,552	16,018
MELBOURNE - TITUSVILLE - COCOA	194,695	185,807	26,200	22,182	36,183	23,841	23,271	4,401	13,359	4,446	20,461	7,446	21,228	14,607
MIAMI	1,239,716	1,209,163	162,601	139,296	474,844	208,825	257,642	135,805	132,407	86,247	116,603	53,546	244,932	198,291
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,144,960*	*2,092,359*	*269,867*	*230,732*	*757,275*	*337,939*	*396,614*	*199,347*	*204,545*	*132,112*	*200,760*	*92,438*	*383,879*	*306,573*
ORLANDO	584,627	563,692	51,227	42,539	134,698	73,822	74,243	27,709	39,894	22,881	49,666	15,813	62,119	45,736
PANAMA CITY	64,398	61,202	7,589	5,791	25,725	11,176	14,962	6,268	7,113	3,436	12,584	5,447	11,312	8,841
PENSACOLA	211,687	205,600	20,288	15,556	50,697	29,990	29,227	9,466	15,088	7,157	23,157	7,770	20,919	15,139
SARASOTA	184,010	181,407	23,711	20,454	51,359	23,857	22,560	8,450	12,427	8,190	25,670	14,920	47,693	39,944
TALLAHASSEE	120,997	119,115	8,666	7,327	35,707	16,263	19,729	8,927	11,824	8,221	15,310	6,642	10,943	8,463
TAMPA - ST. PETERSBURG	1,403,970	1,352,960	158,632	122,266	299,575	175,486	171,897	67,037	91,132	49,840	120,025	40,125	149,611	111,752
WEST PALM BEACH - BOCA RATON	499,173	488,992	53,094	44,784	158,787	65,169	70,849	30,206	38,010	21,211	36,016	18,833	77,277	57,608
NONMETRO PORTION OF STATE	1,088,287	1,060,827	122,479	101,354	174,244	44,385	101,381	48,778	49,174	26,732	93,587	42,982	86,081	69,777
TOTAL STATE	7,935,272	7,701,292	900,176	747,413	2,057,826	946,144	1,111,568	490,761	573,895	339,298	754,347	320,058	1,042,104	810,452

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☐ Consumer Market and Product Management Course **(Mtg. #5523)**
☐ Public Relations Management **(Mtg. #5281)**
☐ New Markets for Industrial Products Through Direct Mail **(Mtg. #5204)**
☐ Telephone Marketing: How to Cash in on Today's Most Effective Medium **(Mtg. #5588)**

Name Title

Organization

Street

City State Zip

Telephone (Area code)

77-3290

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
GEORGIA														
ALBANY	65,225	63,081	10,569	8,916	23,895	13,079	17,807	8,791	9,401	5,751	8,755	2,342	13,827	11,365
△ ATHENS	65,466	62,202	10,920	8,451	19,812	10,634	12,341	4,019	5,918	2,494	9,190	4,159	9,394	7,856
ATLANTA	1,414,517	1,355,015	175,099	144,297	507,566	310,339	269,141	103,392	134,325	70,685	132,917	47,659	189,495	118,323
AUGUSTA	205,176	200,309	24,839	19,432	60,911	26,620	33,945	17,164	20,661	11,616	18,400	6,180	27,271	21,874
COLUMBUS	133,477	128,758	19,014	16,778	41,501	21,650	29,117	15,655	10,974	5,219	16,119	6,601	22,303	16,939
MACON	174,810	170,950	19,891	16,501	59,103	30,689	32,695	14,331	20,628	11,881	20,119	6,771	18,382	13,364
SAVANNAH	150,548	147,768	18,362	14,890	50,174	22,240	27,942	15,060	16,062	10,773	17,921	7,435	26,413	23,491
NONMETRO PORTION OF STATE	1,408,666	1,366,568	185,518	155,771	245,995	57,535	152,021	86,976	83,229	53,955	121,522	59,282	125,409	111,980
TOTAL STATE	3,596,174	3,472,490	459,215	380,671	1,001,784	489,802	570,925	263,359	298,877	171,242	342,676	139,747	429,677	323,163
HAWAII														
HONOLULU	492,901	426,924	102,224	82,458	198,585	84,386	121,760	57,452	54,185	21,874	37,523	12,051	42,753	18,798
NONMETRO PORTION OF STATE	177,739	169,886	25,555	21,095	43,981	5,649	29,512	17,855	11,035	7,503	15,601	7,778	9,020	7,216
TOTAL STATE	670,640	596,810	127,779	103,553	242,566	90,035	151,272	75,307	65,220	29,377	53,124	19,829	51,773	26,014
IDAHO														
BOISE	141,294	134,698	9,590	5,967	41,668	19,333	25,133	11,631	14,368	8,285	16,050	7,411	18,474	15,888
△ POCATELLO	55,850	53,495	7,204	5,896	17,887	7,283	12,134	6,096	6,567	3,913	6,405	3,185	6,230	4,815
NONMETRO PORTION OF STATE	471,204	453,786	54,827	43,986	90,898	28,259	62,376	29,429	33,892	18,887	43,360	23,579	43,258	35,662
TOTAL STATE	668,348	641,979	71,621	55,849	150,453	54,874	99,643	47,156	54,827	31,085	65,815	34,175	67,962	56,365
ILLINOIS														
BLOOMINGTON - NORMAL	88,958	85,992	8,789	7,077	26,320	11,915	17,078	9,450	8,532	5,988	8,368	3,345	7,764	5,636
CHAMPAIGN - URBANA - RANTOUL	130,892	122,053	12,549	9,793	38,367	21,245	24,500	10,925	11,575	6,698	10,301	3,480	13,351	10,353
CHICAGO	5,366,459	5,077,793	582,868	475,874	2,041,041	823,646	1,110,433	522,597	569,373	339,588	395,922	149,177	699,937	499,664
CHICAGO - GARY CONSOLIDATED AREA	*5,917,494*	*5,602,175*	*648,067*	*528,433*	*2,169,888*	*888,407*	*1,190,414*	*556,901*	*610,586*	*365,336*	*435,855*	*167,982*	*745,209*	*532,107*
△ DANVILLE	71,299	69,352	9,360	7,390	20,558	9,267	13,003	6,355	6,143	3,324	7,175	2,536	6,385	4,997
DAVENPORT - ROCK ISLAND - MOLINE	299,708	278,731	31,587	24,492	94,093	57,902	57,922	23,492	29,138	13,613	25,970	10,373	29,624	22,549
DECATUR	116,598	107,668	8,982	7,005	30,770	16,789	19,259	8,660	7,779	3,792	11,288	3,638	11,470	7,322
KANKAKEE	69,927	67,515	12,134	9,893	20,322	11,318	12,482	4,426	5,720	2,315	8,151	2,611	6,816	5,147
PEORIA	291,239	275,055	34,055	25,191	87,257	52,864	52,896	18,946	26,799	14,965	25,956	11,923	33,891	27,700
△ QUINCY	52,915	51,404	7,171	5,646	16,071	8,095	10,075	4,437	4,685	2,321	6,333	2,557	6,204	5,040
ROCKFORD	212,052	205,200	21,570	17,047	57,616	40,252	32,625	9,746	18,216	8,093	21,710	9,022	26,102	20,997
SPRINGFIELD	163,938	156,448	19,745	15,855	71,876	32,760	33,045	14,879	14,795	8,536	16,739	5,419	14,834	10,820
NONMETRO PORTION OF STATE	1,396,172	1,358,344	149,326	113,489	256,794	85,215	161,791	82,685	79,293	43,259	114,008	51,413	117,310	101,343
TOTAL STATE	8,544,460	8,131,658	934,141	741,178	2,834,756	1,211,754	1,582,657	729,371	801,360	463,342	669,360	261,771	1,000,395	739,247
INDIANA														
ANDERSON	105,505	100,634	18,856	15,207	28,265	15,274	15,423	4,773	7,090	3,570	9,948	3,924	8,837	6,300
BLOOMINGTON	64,203	62,263	10,848	9,062	21,673	8,183	12,711	6,268	6,969	4,476	6,312	2,510	6,895	5,395
ELKHART	108,720	105,107	19,709	16,506	30,461	14,446	17,250	5,551	8,546	3,964	10,358	3,465	10,148	7,445
EVANSVILLE	206,001	195,644	28,324	21,617	69,272	27,842	43,527	18,378	24,648	17,240	24,089	9,473	25,693	20,520
FORT WAYNE	256,114	246,852	38,885	30,919	86,526	50,685	52,371	24,334	22,631	12,999	22,732	7,700	31,135	20,631
GARY - HAMMOND - EAST CHICAGO	551,035	524,382	65,199	52,559	128,847	64,761	79,981	34,304	41,213	25,748	39,933	18,805	45,272	32,443
INDIANAPOLIS	901,323	860,231	133,616	103,277	277,229	168,198	154,978	49,182	80,357	42,204	73,443	19,679	100,268	74,524
KOKOMO	77,078	74,400	12,953	10,589	26,889	12,885	15,635	5,947	7,924	4,254	8,466	3,100	8,804	6,657
LAFAYETTE - WEST LAFAYETTE	81,408	78,885	12,609	10,001	30,272	22,592	17,081	5,827	8,428	3,113	9,121	2,712	10,937	8,225
△ MARION	56,508	55,055	10,209	8,826	14,036	4,344	8,017	3,983	4,510	2,844	4,489	1,837	4,956	3,945
△ MICHIGAN CITY - LA PORTE	79,447	76,966	13,000	10,746	23,880	11,053	13,759	5,129	6,989	3,662	7,384	2,389	7,108	5,135
MUNCIE	88,942	84,804	13,881	10,965	24,506	15,568	13,445	5,010	7,928	5,169	7,847	3,131	8,261	4,870
SOUTH BEND	193,997	187,850	33,649	28,269	62,878	30,788	32,550	13,514	16,466	8,050	16,241	6,798	22,360	17,472
TERRE HAUTE	113,320	107,709	17,408	14,913	39,354	18,634	23,632	12,713	10,320	6,606	10,917	4,067	10,659	7,024
NONMETRO PORTION OF STATE	920,489	896,657	131,022	108,731	166,111	44,522	90,319	38,320	50,355	27,364	62,714	24,452	66,604	52,514
TOTAL STATE	3,891,121	3,736,807	575,770	463,405	1,057,204	528,022	604,778	237,628	310,502	173,347	320,637	116,578	377,981	282,191
IOWA														
CEDAR RAPIDS	130,780	123,343	15,396	12,380	41,330	32,850	22,951	3,753	10,677	4,519	11,483	4,925	12,894	10,200
DAVENPORT - ROCK ISLAND - MOLINE	299,708	278,731	31,587	24,492	94,093	57,902	57,922	23,492	29,138	13,613	25,970	10,373	29,624	22,549
DES MOINES	295,157	283,632	29,401	18,848	102,185	60,688	61,737	27,357	27,995	16,804	30,904	9,615	31,455	23,074
DUBUQUE	71,139	64,767	7,488	5,852	23,005	15,600	13,705	2,973	6,949	3,101	8,712	2,818	9,988	7,744
IOWA CITY	59,372	57,336	9,520	7,571	17,700	7,060	12,451	6,740	5,603	3,704	7,026	3,402	7,311	5,988
SIOUX CITY	105,429	99,161	11,645	8,692	24,011	13,878	16,342	8,349	6,877	3,484	9,384	4,508	9,901	8,038
WATERLOO - CEDAR FALLS	104,480	100,100	11,273	8,377	32,129	17,312	21,154	9,273	11,229	6,565	12,318	3,007	14,432	10,755
NONMETRO PORTION OF STATE	1,179,247	1,145,119	137,306	100,539	219,038	55,581	150,746	86,364	69,901	47,437	98,967	44,489	95,303	78,383
TOTAL STATE	2,113,745	2,030,284	245,997	180,651	517,609	241,732	333,336	156,264	155,829	92,364	195,382	79,277	201,508	159,015
KANSAS														
LAWRENCE	40,875	39,480	7,084	4,561	10,968	4,442	7,487	3,666	3,558	2,134	4,217	1,903	3,703	2,865
TOPEKA	138,817	135,176	19,976	15,442	35,065	17,955	22,143	10,685	10,859	5,739	14,644	4,818	12,675	9,096
WICHITA	297,175	279,194	46,452	28,207	95,037	42,741	63,220	34,060	30,054	19,507	38,489	16,005	35,301	26,807
NONMETRO PORTION OF STATE	824,956	803,052	113,382	70,376	167,736	48,271	117,035	65,348	58,006	38,043	75,580	40,771	73,637	61,393
TOTAL STATE	1,632,808	1,564,535	237,036	150,530	449,654	189,886	291,466	144,285	142,732	86,717	174,231	80,771	177,207	133,001

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
KENTUCKY														
CLARKSVILLE - HOPKINSVILLE	73,800	69,608	11,464	8,286	26,830	13,975	16,372	5,427	7,941	3,529	11,481	5,085	12,376	10,659
HUNTINGTON - ASHLAND	224,793	221,212	28,957	21,924	65,531	30,136	33,793	12,952	18,749	11,383	21,997	11,533	25,342	22,368
LEXINGTON-FAYETTE	251,672	241,112	30,562	22,972	91,994	52,219	51,622	22,971	33,226	20,947	22,861	8,328	28,103	20,878
LOUISVILLE	709,856	660,270	95,957	65,802	189,426	103,685	105,386	41,623	51,755	26,315	58,539	30,743	94,152	76,114
OWENSBORO	66,245	63,645	9,452	7,513	20,703	10,987	14,289	6,584	8,496	5,463	10,008	5,019	9,076	7,386
NONMETRO PORTION OF STATE	1,252,604	1,214,812	163,194	130,023	234,425	49,529	148,292	69,189	77,380	46,354	103,563	54,935	117,296	97,691
TOTAL STATE	2,531,739	2,424,036	331,047	251,265	598,951	248,525	353,652	152,721	188,899	109,411	213,675	106,622	272,225	220,504
LOUISIANA														
ALEXANDRIA	81,925	80,390	12,267	9,488	30,014	13,610	19,566	10,528	11,192	7,211	12,036	5,430	9,004	7,061
BATON ROUGE	355,114	336,101	48,563	34,145	105,062	65,820	74,217	24,421	33,594	13,560	43,032	14,791	42,849	32,958
LAFAYETTE	102,419	95,135	15,514	8,749	39,658	15,352	29,862	13,010	15,150	10,451	16,687	6,552	22,273	19,400
LAKE CHARLES	144,943	142,865	17,394	10,975	29,133	11,856	18,802	9,053	9,948	5,654	16,153	6,018	12,584	10,187
MONROE	95,900	90,833	10,234	8,684	32,295	14,006	18,677	8,944	10,127	5,845	12,721	4,462	13,506	10,501
NEW ORLEANS	890,761	850,745	122,715	60,624	270,398	112,729	166,852	83,623	101,892	58,833	89,206	38,562	126,941	98,308
SHREVEPORT	251,626	235,366	32,058	22,062	92,407	37,746	55,390	27,234	25,562	15,461	31,266	12,619	35,540	27,838
NONMETRO PORTION OF STATE	867,036	838,628	145,912	110,931	145,428	21,464	96,334	51,107	52,298	31,578	71,544	31,850	77,318	65,997
TOTAL STATE	2,789,724	2,670,063	404,847	265,858	744,395	292,583	479,700	227,920	259,763	148,593	292,645	120,284	340,015	272,450
MAINE														
△ BANGOR	103,243	99,005	12,297	9,344	25,201	11,994	17,373	7,445	9,083	4,959	9,107	3,642	11,815	9,442
LEWISTON - AUBURN	72,850	70,862	6,187	4,746	15,689	5,962	8,405	4,068	4,603	2,678	4,983	791	4,150	3,123
PORTLAND	215,348	210,009	24,708	19,636	56,896	29,761	45,629	16,212	23,486	7,553	12,410	4,688	15,282	10,336
NONMETRO PORTION OF STATE	430,484	416,954	51,592	42,241	71,737	22,146	51,067	26,428	28,526	17,613	26,026	8,905	30,270	23,078
TOTAL STATE	821,925	796,830	94,784	75,861	169,523	69,863	122,474	54,153	65,698	32,803	52,526	18,026	61,517	45,979
MARYLAND														
BALTIMORE	1,761,315	1,658,973	191,814	124,891	444,382	237,782	249,169	126,375	123,933	81,235	117,347	59,726	188,093	133,561
△ HAGERSTOWN	87,274	83,601	11,739	8,990	27,805	14,080	15,858	6,179	7,344	4,242	11,264	3,499	11,142	7,926
NONMETRO PORTION OF STATE	424,189	410,232	50,346	40,732	83,593	30,771	47,349	22,277	23,623	15,299	35,966	14,233	40,967	32,247
TOTAL STATE	3,506,358	3,319,123	444,992	326,862	962,909	505,784	534,879	251,180	264,087	167,212	248,575	109,486	414,767	298,345
MASSACHUSETTS														
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	2,957,570	2,846,167	343,209	289,517	989,738	450,599	542,381	253,784	274,313	170,214	175,051	76,117	220,500	156,279
NEW BEDFORD - FALL RIVER	358,939	347,088	39,063	29,210	104,468	55,392	56,126	23,378	28,804	16,279	25,216	11,367	44,609	35,600
PITTSFIELD	138,295	135,770	10,714	8,294	32,220	14,669	18,206	9,919	8,800	5,034	8,103	2,910	7,794	5,422
SPRINGFIELD - CHICOPEE - HOLYOKE	538,493	529,430	42,613	34,366	110,587	45,600	63,005	36,074	30,404	18,310	28,572	9,783	26,426	18,229
WORCESTER - FITCHBURG - LEOMINSTER	519,278	504,112	60,283	49,349	118,275	54,202	66,650	31,841	33,346	17,883	35,595	17,851	44,038	35,061
NONMETRO PORTION OF STATE	240,126	232,816	25,282	20,160	62,840	23,191	32,798	17,754	19,858	11,472	15,036	6,269	14,314	10.137
TOTAL STATE	4,563,618	4,414,647	506,345	419,572	1,380,496	629,979	756,026	361,947	382,641	232,800	274,485	118,125	346,198	252,125
MICHIGAN														
ANN ARBOR	166,143	136,189	30,307	21,022	65,966	45,562	44,668	20,404	22,985	11,285	22,428	12,155	25,103	17,550
BATTLE CREEK	109,752	106,431	16,471	13,519	34,075	21,493	21,673	8,447	11,143	5,629	11,906	4,490	11,692	8,550
BAY CITY	89,619	85,375	12,463	8,908	26,554	15,704	13,281	4,494	10,725	6,563	7,779	3,869	8,647	7,018
△ BENTON HARBOR - ST. JOSEPH	165,471	159,793	19,752	15,597	32,313	13,669	20,796	8,444	10,563	5,354	17,425	11,640	21,055	18,097
DETROIT	3,733,655	3,583,376	568,352	448,663	1,152,350	533,174	646,353	328,691	322,713	203,924	296,294	153,087	440,476	299,762
DETROIT - ANN ARBOR CONSOLIDATED AREA	*3,899,798*	*3,719,565*	*598,659*	*469,685*	*1,238,316*	*578,736*	*691,021*	*349,155*	*345,698*	*215,209*	*318,722*	*165,242*	*465,579*	*317,312*
FLINT	404,744	391,962	54,490	45,269	148,586	89,645	85,759	30,589	40,503	20,955	41,309	17,431	53,056	38,065
GRAND RAPIDS	325,036	308,691	44,439	28,699	181,482	111,385	102,933	40,871	51,759	24,570	54,359	23,557	62,368	45,296
JACKSON	76,425	70,196	10,852	8,523	46,628	33,086	24,515	7,319	13,485	5,667	11,466	3,496	11,022	6,803
KALAMAZOO - PORTAGE	185,920	170,303	19,958	12,081	79,830	52,545	44,672	14,802	18,656	10,768	25,517	8,195	23,381	16,706
LANSING - EAST LANSING	303,573	291,095	32,227	23,540	119,166	69,436	70,494	30,297	34,025	17,861	32,435	9,371	33,533	21,756
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	106,491	101,242	13,973	9,771	42,043	30,865	24,065	8,428	12,878	4,208	11,306	4,610	11,624	8,342
SAGINAW	185,510	177,908	22,377	16,095	74,057	36,755	45,789	22,664	22,897	14,694	17,897	7,438	23,132	17,016
NONMETRO PORTION OF STATE	1,098,467	1,061,280	134,841	107,881	190,587	44,443	124,216	70,204	67,438	44,515	68,440	33,181	65,684	51,559
TOTAL STATE	7,028,543	6,719,037	989,230	766,211	2,225,580	1,104,513	1,275,926	597,831	643,117	377,584	622,581	294,294	796,271	559,921
MINNESOTA														
DULUTH - SUPERIOR	211,275	200,351	22,013	16,167	86,580	28,267	41,304	14,053	14,242	7,111	19,589	8,426	20,221	15,371
FARGO - MOORHEAD	97,320	93,814	11,906	9,566	38,280	19,344	23,032	11,483	11,350	5,645	12,009	5,390	15,050	12,868
MINNEAPOLIS - ST. PAUL	1,657,124	1,490,965	171,482	125,219	579,501	334,394	319,572	119,497	154,031	72,292	124,011	41,234	223,436	144,579
ROCHESTER	68,442	65,803	10,227	8,068	31,568	18,001	16,386	6,471	7,474	3,241	8,806	4,071	6,935	4,871
ST. CLOUD	78,044	75,340	9,488	7,446	30,224	17,683	77,666	8,940	19,309	6,602	9,068	3,030	9,176	6,460
NONMETRO PORTION OF STATE	904,021	859,376	118,542	90,593	178,819	32,498	121,360	70,039	57,518	36,896	70,154	30,229	58,205	46,492
TOTAL STATE	2,918,159	2,692,509	333,530	249,263	901,193	430,385	574,876	219,333	252,630	126,238	233,617	88,868	321,478	221,560
MISSISSIPPI														
BILOXI - GULFPORT	127,592	125,328	14,465	12,107	37,610	14,320	20,153	9,024	10,254	5,705	15,021	6,320	11,472	8,581
△ HATTIESBURG	51,017	47,920	11,527	9,758	22,412	8,623	14,231	6,497	6,954	4,047	9,723	3,449	9,168	7,478
JACKSON	246,690	240,030	25,830	21,325	88,270	3,791	47,113	18,887	24,073	12,517	23,997	10,066	36,748	28,719

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
MS (cont.)														
△ MERIDIAN	64,109	60,947	9,037	7,158	18,983	8,679	12,108	4,362	5,637	2,636	9,174	2,765	7,730	5,999
PASCAGOULA - MOSS POINT	80,165	77,614	10,509	8,791	16,138	8,330	10,317	2,905	4,629	1,756	8,472	2,312	6,673	5,012
NONMETRO PORTION OF STATE	1,000,507	971,112	124,135	98,594	192,969	38,202	122,311	66,963	63,304	40,484	87,280	34,340	90,329	74,486
TOTAL STATE	1,606,844	1,558,991	197,437	159,288	377,893	81,945	227,268	109,199	115,443	67,380	154,765	59,719	163,730	131,709
MISSOURI														
COLUMBIA	67,144	65,480	12,305	10,782	23,576	10,119	13,319	6,104	6,581	4,211	8,330	2,538	5,668	4,014
△ JOPLIN	90,665	86,656	19,462	15,028	27,408	11,384	18,545	8,858	10,630	6,121	9,959	4,029	8,992	7,059
KANSAS CITY	1,028,148	963,387	157,555	105,160	372,526	190,854	215,459	82,835	107,419	57,788	104,121	38,224	123,289	72,853
ST. JOSEPH	77,132	74,280	10,860	9,739	21,073	12,465	11,866	3,823	5,412	2,328	8,489	3,772	7,588	5,217
ST. LOUIS	1,892,433	1,810,974	237,261	160,377	562,174	316,608	308,648	119,322	160,586	87,349	144,690	61,054	210,126	154,161
SPRINGFIELD	149,343	143,663	23,909	15,344	46,319	23,993	26,246	11,930	15,822	9,640	18,485	5,916	19,240	13,915
NONMETRO PORTION OF STATE	1,067,223	1,032,540	128,368	91,353	179,136	42,330	121,231	57,828	69,813	39,963	88,684	38,845	82,125	68,080
TOTAL STATE	3,635,162	3,480,782	487,874	340,897	973,505	461,764	569,512	237,574	303,363	169,562	311,162	125,337	362,869	262,501
MONTANA														
BILLINGS	105,750	103,382	17,868	16,397	36,144	21,432	22,156	11,784	9,970	4,858	11,717	5,019	11,722	9,861
GREAT FALLS	62,893	61,929	11,077	9,251	25,008	11,242	13,780	5,770	8,097	4,785	7,483	3,177	12,478	9,469
△ MISSOULA	56,736	54,597	9,785	7,862	17,854	9,020	11,658	5,261	5,834	2,618	7,017	4,465	9,735	7,699
NONMETRO PORTION OF STATE	369,593	360,721	50,460	41,059	66,252	14,672	50,693	32,237	25,424	16,043	26,894	14,322	31,725	24,712
TOTAL STATE	594,972	580,629	89,190	74,569	145,258	56,366	98,287	55,052	49,325	28,304	53,111	26,983	65,660	51,741
NEBRASKA														
LINCOLN	135,251	130,057	14,577	9,578	37,836	21,239	24,666	11,003	12,173	7,379	11,730	4,252	10,369	5,802
OMAHA	397,313	378,453	61,445	42,850	132,708	77,646	74,739	26,602	34,259	16,689	42,912	21,243	67,571	51,391
NONMETRO PORTION OF STATE	530,615	505,736	66,813	42,942	123,649	38,212	88,191	45,098	41,185	26,882	52,094	25,033	49,816	42,191
TOTAL STATE	1,016,676	969,882	134,566	89,494	280,167	127,360	180,019	81,075	84,432	49,894	103,006	49,505	123,093	96,701
NEVADA														
LAS VEGAS	341,097	324,566	55,802	45,108	125,410	73,339	76,038	28,626	34,933	15,893	33,877	8,382	45,887	31,190
RENO	138,598	134,163	56,203	52,016	54,529	28,703	27,403	11,359	15,866	8,834	16,600	7,485	22,434	18,206
NONMETRO PORTION OF STATE	78,022	75,537	19,637	18,304	10,960		8,499	4,786	3,115	1,780	7,717	5,216	3,797	2,787
TOTAL STATE	557,717	534,266	131,642	115,428	190,899	102,042	111,940	44,771	53,914	26,507	58,189	21,083	72,118	52,183
NEW HAMPSHIRE														
MANCHESTER - NASHUA	251,023	221,040	20,867	16,506	60,191	26,890	34,913	17,450	19,468	12,235	17,678	8,404	21,843	18,087
NONMETRO PORTION OF STATE	357,554	341,112	31,018	24,790	57,880	17,375	35,259	15,381	19,141	9,098	23,592	10,802	20,265	15,061
TOTAL STATE	777,668	742,878	66,704	52,620	155,673	57,939	93,312	43,634	51,493	27,725	54,358	25,578	53,591	41,751
NEW JERSEY														
ATLANTIC CITY	179,298	170,765	19,517	13,820	45,260	12,625	25,596	13,370	13,274	9,512	11,372	3,171	14,891	12,085
JERSEY CITY	367,196	341,245	39,563	29,512	91,757	11,859	51,427	39,629	24,096	20,559	21,230	11,683	28,723	24,242
LONG BRANCH - ASBURY PARK	469,115	449,810	46,282	38,421	94,182	40,474	55,435	32,424	28,362	20,952	25,950	10,992	45,590	36,633
NEWARK	1,724,358	1,629,900	151,308	116,536	416,690	152,449	213,392	121,893	122,614	97,301	97,704	51,468	178,781	151,665
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	537,803	493,403	44,904	28,341	184,806	91,829	104,084	53,034	49,772	38,386	32,375	12,072	53,362	34,990
PATERSON - CLIFTON - PASSAIC	306,583	292,051	32,796	24,219	148,581	79,423	120,179	42,092	48,309	27,743	33,083	11,505	48,565	30,259
TRENTON	272,879	265,316	23,459	19,290	81,592	39,402	48,079	26,320	23,949	16,524	20,194	9,784	26,172	20,784
VINELAND - MILLVILLE - BRIDGETON	146,083	141,420	12,601	9,966	22,391	7,077	17,735	8,653	7,674	5,347	10,459	3,729	7,351	5,658
NONMETRO PORTION OF STATE	674,309	657,280	47,618	32,938	110,502	41,945	57,451	25,815	27,523	16,495	30,699	11,863	32,380	19,914
TOTAL STATE	6,421,147	6,107,375	582,207	436,042	1,828,714	824,563	1,016,589	525,209	501,785	349,268	398,846	184,309	631,184	471,878
NEW MEXICO														
ALBUQUERQUE	281,380	262,488	36,005	28,343	85,505	41,306	50,913	24,745	31,308	18,890	32,034	11,954	50,284	41,587
LAS CRUCES	51,576	48,534	5,274	3,803	11,540	4,896	7,092	2,299	3,358	1,528	4,578	1,787	5,526	4,106
△ SANTA FE	50,565	47,255	9,153	7,560	18,198	5,912	11,382	5,956	5,993	3,958	5,524	2,318	6,971	5,335
NONMETRO PORTION OF STATE	456,191	434,598	46,367	34,779	86,161	18,551	54,268	26,543	29,107	17,654	31,510	12,598	38,381	29,003
TOTAL STATE	839,712	792,875	96,799	74,485	201,404	70,665	123,655	59,543	69,766	42,030	73,646	28,657	101,162	80,031
NEW YORK														
ALBANY - SCHENECTADY - TROY	641,777	605,389	69,736	56,653	161,410	62,825	91,149	46,436	47,095	29,589	44,917	16,322	52,505	39,444
BINGHAMTON	228,293	223,399	27,533	22,931	51,339	21,875	30,894	15,472	17,690	11,131	19,089	9,840	18,427	15,255
BUFFALO	1,143,285	1,077,525	135,971	112,952	289,414	154,958	151,864	60,434	72,389	38,346	72,044	29,123	85,385	59,579
ELMIRA	75,324	72,400	8,534	6,905	20,464	10,540	11,441	4,518	5,913	3,609	8,587	2,076	6,443	4,138
△ JAMESTOWN	91,734	87,806	12,150	9,550	28,566	13,803	17,150	7,707	8,829	4,865	8,841	3,751	9,302	7,039
NASSAU - SUFFOLK	2,360,287	2,196,243	220,357	165,716	706,905	366,219	364,863	168,031	185,567	127,970	159,795	77,371	211,632	143,527
△ NEWBURGH - MIDDLETOWN	251,927	246,091	18,736	14,236	46,166	18,536	28,034	14,126	14,701	8,919	14,083	5,866	14,472	11,008
NEW YORK	6,360,621	6,171,147	638,342	506,663	2,409,787	1,136,711	1,268,307	769,238	655,421	479,383	330,976	176,368	689,238	505,823
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	*12,751,281*	*12,184,839*	*1,234,205*	*954,938*	*4,245,949*	*1,963,629*	*2,275,081*	*1,294,727*	*1,164,003*	*846,388*	*744,400*	*379,204*	*1,317,898*	*974,957*
POUGHKEEPSIE	236,991	223,416	16,074	10,914	47,490	22,113	22,738	10,543	14,751	9,057	9,470	2,035	13,974	10,067
ROCHESTER	780,718	753,379	105,825	83,706	195,716	101,140	110,019	47,354	51,156	29,750	56,943	23,732	64,485	49,317

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drugstores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NY (cont.)														
SYRACUSE	595,060	576,363	66,212	61,427	126,620	53,708	73,351	38,664	39,967	24,875	28,190	10,495	44,087	35,652
UTICA - ROME	257,978	247,025	34,201	31,291	63,339	29,021	35,787	16,362	16,063	8,964	15,253	6,051	18,216	13,604
NONMETRO PORTION OF STATE	1,288,800	1,252,103	154,316	129,224	226,756	90,575	135,667	62,343	69,656	39,353	71,641	25,833	67,113	48,482
TOTAL STATE	13,419,498	12,870,037	1,429,889	1,152,986	4,031,435	1,896,801	2,168,536	1,169,700	1,113,526	758,738	788,077	361,605	1,188,466	865,470
NORTH CAROLINA														
ASHEVILLE	120,999	117,685	21,260	17,669	33,970	17,771	19,678	8,294	12,708	7,257	12,233	3,355	13,780	11,181
BURLINGTON	62,599	61,689	11,407	9,095	17,562	7,134	10,224	4,926	5,733	3,675	5,887	2,415	7,333	6,586
CHARLOTTE - GASTONIA	476,028	433,791	67,063	54,622	152,540	71,083	85,341	38,584	45,792	24,963	47,343	18,076	58,684	48,458
FAYETTEVILLE	111,466	108,125	14,807	8,751	44,897	26,342	27,178	8,696	14,052	5,377	14,809	7,297	22,360	19,227
GREENSBORO - WINSTON-SALEM - HIGH POINT	537,348	499,668	91,943	78,790	166,068	76,327	89,889	39,811	63,695	37,443	54,053	21,519	86,881	77,010
△ KANNAPOLIS - CONCORD - SALISBURY	102,215	98,326	17,605	14,682	31,657	10,074	20,336	10,505	9,965	6,392	10,326	4,733	16,392	14,835
RALEIGH - DURHAM	339,439	329,197	35,878	28,294	115,232	57,624	66,447	31,677	32,329	19,312	37,313	12,071	44,100	36,179
WILMINGTON	101,081	99,481	12,274	10,462	26,158	12,003	16,528	6,426	8,043	4,673	8,952	3,370	11,952	10,596
NONMETRO PORTION OF STATE	1,718,655	1,658,523	256,814	212,153	362,401	95,794	228,589	112,105	112,818	68,186	152,173	68,501	237,169	214,696
TOTAL STATE	3,574,359	3,410,908	529,180	434,518	950,676	374,152	564,313	261,048	305,176	177,293	343,252	141,391	498,883	438,953
NORTH DAKOTA														
BISMARCK	60,227	58,390	8,315	7,112	21,996	8,224	14,707	8,015	7,430	4,458	6,819	2,466	7,397	6,014
FARGO - MOORHEAD	97,320	93,814	11,906	9,566	38,280	19,344	23,052	11,483	11,350	5,645	12,009	5,390	15,050	12,868
GRAND FORKS	57,729	55,351	8,609	7,028	26,251	6,210	18,796	12,863	9,746	7,130	7,563	3,217	8,446	7,123
NONMETRO PORTION OF STATE	232,814	228,106	29,153	24,936	58,304	9,122	41,222	26,557	21,656	14,742	18,572	6,733	19,551	16,415
TOTAL STATE	391,808	381,040	50,193	41,783	138,425	42,218	93,474	56,389	48,096	30,691	40,118	15,126	44,285	36,705
OHIO														
AKRON	582,185	566,767	72,867	52,002	144,801	84,922	79,768	30,067	43,196	26,946	41,526	16,747	43,350	29,950
CANTON	360,741	352,764	42,611	26,650	92,108	48,657	47,825	15,462	23,292	12,100	30,735	14,388	28,888	18,051
CINCINNATI	1,145,163	1,075,486	135,904	92,919	320,890	197,184	171,693	61,487	86,058	43,581	78,326	30,346	134,877	100,258
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,359,982*	*1,275,471*	*157,426*	*106,519*	*350,129*	*215,016*	*187,713*	*66,675*	*95,214*	*48,808*	*88,103*	*33,257*	*150,419*	*113,868*
CLEVELAND	1,694,007	1,624,758	216,812	178,115	477,388	283,174	270,877	110,602	122,845	69,004	116,483	34,339	177,873	118,411
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,481,244*	*2,389,723*	*318,947*	*249,143*	*671,348*	*399,009*	*379,984*	*150,428*	*179,170*	*103,163*	*176,340*	*58,157*	*241,082*	*162,163*
COLUMBUS	833,373	794,811	112,669	73,513	236,084	145,037	138,427	46,015	73,229	40,029	65,740	29,156	92,776	62,366
DAYTON	650,389	616,279	71,482	45,805	173,696	115,792	102,130	32,331	44,594	21,204	50,602	21,862	77,846	59,418
HAMILTON - MIDDLETOWN	214,819	199,985	21,522	13,600	29,239	17,832	16,020	5,188	9,156	5,227	9,777	2,911	15,542	13,610
LIMA	156,216	151,760	23,065	15,138	39,680	24,356	24,120	7,889	11,187	5,567	13,713	5,743	15,054	9,954
LORAIN - ELYRIA	205,052	198,198	29,268	19,026	49,159	30,913	29,339	9,759	13,129	7,213	18,331	7,071	19,859	13,802
MANSFIELD	104,390	103,191	11,599	7,292	30,281	19,700	17,992	6,177	9,127	6,189	8,383	2,819	10,563	7,327
△ NEWARK	82,480	79,489	9,988	6,838	16,780	8,558	10,603	4,273	5,867	3,265	5,659	2,286	5,635	4,198
PARKERSBURG - MARIETTA	134,506	132,282	16,730	11,136	41,899	26,388	20,596	5,974	12,635	7,556	12,388	4,628	12,046	9,621
SPRINGFIELD	144,641	142,677	17,027	11,916	35,788	24,300	19,852	5,911	10,265	4,751	8,874	3,691	9,135	6,215
STEUBENVILLE - WEIRTON	114,178	113,255	14,871	9,652	28,789	16,866	17,783	6,629	9,165	5,221	9,295	3,662	10,337	8,079
TOLEDO	641,111	616,328	76,947	58,684	152,493	89,331	87,782	33,269	45,892	25,001	40,655	19,039	58,294	36,509
YOUNGSTOWN - WARREN	437,567	421,064	57,712	43,124	124,945	81,670	68,664	22,722	35,516	17,572	30,566	12,082	45,592	34,401
NONMETRO PORTION OF STATE	1,497,391	1,447,688	181,918	132,871	244,783	112,617	154,350	63,462	86,152	48,506	101,046	47,480	109,384	87,250
TOTAL STATE	8,670,243	8,324,470	1,064,098	761,260	2,148,964	1,268,847	1,230,181	452,506	616,367	336,183	618,293	250,594	835,393	597,762
OKLAHOMA														
ENID	43,282	41,531	10,805	7,639	15,340	4,293	10,530	6,571	5,803	4,034	5,439	2,605	5,896	4,983
LAWTON	58,590	53,880	4,648	2,390	13,824	4,912	8,790	4,096	3,798	1,983	8,377	4,032	12,461	9,884
OKLAHOMA CITY	643,657	610,836	85,914	53,035	186,575	59,622	123,561	77,690	60,091	38,849	57,642	22,721	98,129	75,832
TULSA	459,328	447,979	57,081	35,199	152,528	64,043	89,621	47,864	52,091	31,650	45,851	15,952	71,667	60,438
NONMETRO PORTION OF STATE	790,448	768,520	99,365	60,740	148,541	32,359	102,037	61,019	56,078	37,463	59,124	24,851	58,124	47,523
TOTAL STATE	2,038,250	1,965,096	261,184	161,497	519,611	165,229	336,998	198,786	179,481	115,336	177,730	70,833	247,968	200,230
OREGON														
EUGENE - SPRINGFIELD	196,760	193,157	32,748	23,875	61,369	31,122	34,955	13,021	25,507	17,596	22,348	8,974	27,674	21,691
PORTLAND	716,815	664,961	114,741	80,350	367,816	220,187	204,662	62,193	120,354	55,201	100,449	51,877	156,079	121,002
SALEM	132,905	128,680	24,200	19,011	56,070	39,419	30,284	7,318	19,955	7,261	20,416	7,319	26,204	17,757
NONMETRO PORTION OF STATE	827,088	771,466	138,277	114,716	126,225	31,518	87,725	51,187	48,928	30,647	64,551	34,993	67,913	56,644
TOTAL STATE	1,778,811	1,667,666	293,186	224,327	579,678	305,781	339,619	127,315	203,757	105,020	200,574	100,003	267,625	209,724
PENNSYLVANIA														
ALLENTOWN - BETHLEHEM - EASTON	546,594	495,219	52,083	41,441	126,650	63,683	68,796	25,734	36,103	20,111	40,879	16,264	50,032	40,744
ALTOONA	110,775	106,569	11,854	9,606	31,400	17,423	18,144	7,588	9,540	5,286	11,199	5,065	11,393	8,351
ERIE	159,885	149,805	23,718	18,756	61,769	34,912	31,174	13,203	17,871	8,637	18,705	8,998	19,138	14,820
HARRISBURG	370,402	361,439	50,003	41,334	108,482	50,868	55,269	26,670	31,353	21,023	31,808	14,523	33,441	21,358
JOHNSTOWN	181,829	174,272	18,513	13,605	51,724	33,911	28,884	9,017	15,902	8,242	17,431	7,505	18,433	13,568
LANCASTER	247,377	235,485	29,842	25,582	65,298	28,642	34,996	15,505	22,757	16,108	19,636	10,831	31,820	24,025
NORTHEAST PENNSYLVANIA	457,989	443,359	53,611	45,323	135,572	76,559	67,140	28,018	38,515	20,259	51,145	12,818	49,144	34,529
PHILADELPHIA	3,348,341	3,180,799	377,297	301,648	1,149,584	540,371	611,328	305,535	303,227	197,058	248,177	132,699	349,993	242,855
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*4,001,238*	*3,813,486*	*449,431*	*362,340*	*1,350,428*	*641,763*	*724,698*	*355,740*	*357,816*	*231,486*	*304,287*	*161,058*	*431,716*	*309,592*
PITTSBURGH	1,635,243	1,561,061	172,931	137,732	609,943	355,994	318,222	126,390	157,137	85,719	129,653	55,401	180,109	125,144
READING	210,014	197,776	19,598	14,273	73,141	36,625	49,017	26,064	22,869	14,319	21,046	8,735	16,070	10,598

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
PA (cont.)														
WILLIAMSPORT	93,484	88,779	9,338	8,029	23,176	11,520	11,896	4,164	7,938	5,600	9,816	3,175	6,246	4,675
YORK	271,661	261,469	27,520	21,094	73,999	36,056	38,042	16,868	22,133	13,209	24,503	12,510	23,859	16,407
NONMETRO PORTION OF STATE	1,537,570	1,494,940	178,815	147,923	443,486	164,356	325,303	86,754	128,255	69,802	113,144	47,157	116,516	81,054
TOTAL STATE	8,359,109	7,984,210	943,709	764,545	2,668,746	1,289,909	1,510,262	632,242	744,434	446,876	675,397	306,212	821,323	583,191
RHODE ISLAND														
PROVIDENCE - WARWICK - PAWTUCKET	595,560	578,815	68,355	56,761	155,079	68,772	84,361	37,948	39,726	24,052	36,935	16,393	46,254	35,591
NONMETRO PORTION OF STATE	39,751	38,004	5,078	3,935	9,766	2,991	5,805	3,801	2,338	1,665	2,443	370	2,653	1,978
TOTAL STATE	635,311	616,819	73,433	60,696	164,845	71,763	90,166	41,749	42,064	25,717	39,378	16,763	48,907	37,569
SOUTH CAROLINA														
△ ANDERSON	91,756	88,897	12,106	9,622	28,032	14,298	17,352	5,192	8,134	3,306	11,194	4,290	14,506	12,606
CHARLESTON - NORTH CHARLESTON	263,783	255,843	30,309	21,829	67,920	26,084	48,206	22,590	22,440	13,656	23,805	9,574	34,980	28,751
COLUMBIA	264,025	249,845	33,953	25,566	87,294	46,801	52,258	25,327	27,077	15,133	27,366	9,033	33,285	26,289
GREENVILLE - SPARTANBURG	418,456	400,971	54,353	44,879	107,608	53,158	66,922	26,808	36,802	20,140	33,863	16,553	44,304	38,541
NONMETRO PORTION OF STATE	836,587	814,604	120,424	100,036	192,901	38,860	118,831	61,121	61,942	38,922	69,102	30,143	100,941	88,595
TOTAL STATE	1,948,897	1,883,458	259,489	208,991	495,702	182,185	310,557	145,304	160,732	94,044	169,007	70,785	233,191	199,000
SOUTH DAKOTA														
RAPID CITY	74,058	71,081	9,344	6,950	22,276	9,597	14,659	6,611	8,121	3,724	9,223	4,606	9,866	8,423
SIOUX FALLS	80,244	76,383	11,392	9,568	32,653	17,552	22,240	11,746	9,393	4,909	11,591	3,783	8,491	6,282
NONMETRO PORTION OF STATE	281,063	273,260	39,805	31,075	60,416	10,787	43,150	26,331	23,463	14,841	21,307	9,657	21,456	17,663
TOTAL STATE	435,365	420,724	60,541	47,593	115,345	37,936	80,049	44,688	40,977	23,474	42,121	18,046	39,813	32,368
TENNESSEE														
CHATTANOOGA	299,720	284,146	36,397	29,724	85,601	44,692	50,005	23,207	27,027	14,224	23,391	8,149	35,437	29,252
CLARKSVILLE - HOPKINSVILLE	73,800	69,608	11,464	8,286	26,830	13,975	16,372	5,427	7,941	3,529	11,481	5,085	12,378	10,459
△ JACKSON	52,879	49,877	7,102	4,713	19,649	11,236	12,004	4,031	5,988	2,517	7,263	2,205	6,311	5,197
JOHNSON CITY - KINGSPORT - BRISTOL	266,350	254,799	34,392	23,541	80,036	39,993	50,588	19,910	25,575	13,643	30,215	9,060	34,632	29,221
KNOXVILLE	314,275	306,016	44,521	35,532	110,131	70,984	68,530	27,488	33,324	15,081	33,663	13,645	42,004	31,723
MEMPHIS	667,546	634,082	75,357	55,564	183,887	80,546	109,508	50,739	59,993	33,125	58,286	24,341	90,538	74,554
NASHVILLE-DAVIDSON	587,870	570,691	72,451	54,800	183,006	103,549	99,119	41,886	53,491	27,151	62,745	23,907	80,935	62,745
NONMETRO PORTION OF STATE	901,958	878,320	124,668	100,964	141,256	25,382	89,812	50,268	48,934	31,393	70,529	30,967	82,829	72,956
TOTAL STATE	2,921,843	2,812,930	381,996	294,369	787,935	377,749	469,002	209,072	247,947	131,368	281,229	111,252	364,281	298,685
TEXAS														
ABILENE	104,946	101,094	12,992	9,306	30,648	13,330	19,482	11,280	9,541	6,254	12,465	5,287	11,815	9,505
AMARILLO	160,022	154,972	23,067	12,821	49,972	15,857	30,730	18,333	15,892	10,376	15,809	5,400	25,977	21,654
AUSTIN	394,829	388,342	41,331	33,667	116,274	49,705	69,675	35,646	40,095	26,555	48,246	19,420	43,894	31,663
BEAUMONT - PORT ARTHUR - ORANGE	316,481	304,420	53,323	28,535	82,572	29,547	49,518	25,501	31,075	20,619	38,501	19,217	32,385	26,019
BROWNSVILLE - HARLINGEN - SAN BENITO	147,202	135,978	15,081	8,685	45,057	20,261	26,721	12,175	9,513	4,653	20,762	8,058	17,330	14,407
BRYAN - COLLEGE STATION	40,860	39,900	20,138	14,507	18,823	7,144	10,339	4,776	5,498	3,752	6,147	1,568	8,180	6,879
CORPUS CHRISTI	279,548	274,003	30,976	22,779	61,384	30,959	39,161	14,387	22,367	13,660	26,638	8,487	31,037	24,494
DALLAS - FORT WORTH	2,045,917	1,967,544	374,739	294,940	746,474	356,099	439,438	210,604	234,480	134,803	224,654	91,359	316,756	248,799
EL PASO	314,047	282,463	36,404	27,198	110,912	50,609	60,182	24,169	31,087	14,663	33,394	16,379	55,579	47,899
GALVESTON - TEXAS CITY	194,017	186,876	24,667	13,471	32,528	10,598	20,929	13,019	10,452	6,328	11,823	3,267	12,775	10,108
HOUSTON	2,524,267	2,393,416	379,710	212,469	773,149	398,631	477,140	216,509	255,108	152,101	230,222	88,230	336,463	256,246
HOUSTON - GALVESTON CONSOLIDATED AREA	*2,718,284*	*2,580,292*	*404,377*	*225,940*	*805,677*	*409,229*	*498,069*	*229,528*	*265,560*	*158,429*	*242,045*	*91,497*	*349,238*	*266,354*
KILLEEN - TEMPLE	121,325	118,188	11,535	7,633	29,956	7,989	19,058	8,993	8,515	5,246	17,246	4,942	16,766	12,224
LAREDO	77,973	76,946	11,022	7,996	45,560	15,229	27,003	15,586	13,036	4,833	11,511	2,178	7,861	6,759
LONGVIEW - MARSHALL	140,754	134,492	18,148	13,559	39,380	12,731	25,053	13,746	11,142	6,821	17,605	8,861	17,932	15,156
LUBBOCK	180,603	173,819	20,883	12,578	57,319	26,498	34,187	16,452	19,725	11,736	15,574	7,082	25,250	19,640
MCALLEN - PHARR - EDINBURG	204,158	181,248	19,387	15,284	67,695	20,709	44,381	25,271	16,445	9,092	20,446	8,387	22,122	17,992
MIDLAND	81,051	71,712	10,650	3,333	23,737	6,873	13,105	6,024	6,831	5,071	8,520	3,399	12,493	10,060
ODESSA	135,596	119,567	10,823	4,374	51,809	22,225	31,331	12,863	17,139	10,695	10,877	2,392	14,789	11,272
SAN ANGELO	66,273	62,965	11,704	4,020	19,838	7,029	12,207	6,634	7,043	4,310	7,235	3,098	10,389	8,759
SAN ANTONIO	766,265	724,126	66,626	46,246	233,252	122,378	143,105	59,006	69,878	36,350	76,933	23,529	98,282	73,192
SHERMAN - DENISON	69,934	68,449	8,287	6,704	20,594	10,240	12,003	5,390	6,223	4,138	8,534	3,108	7,370	5,274
TEXARKANA	102,057	100,267	10,213	8,470	22,291	9,340	12,483	6,773	7,844	5,162	9,609	3,318	8,740	6,621
TYLER	112,531	110,030	11,890	9,396	34,895	15,848	19,710	9,766	11,896	7,192	14,933	5,478	17,721	14,457
△ VICTORIA	59,742	56,178	8,234	5,955	17,479	7,301	11,019	4,789	4,746	2,376	8,429	3,841	8,036	6,568
WACO	132,418	130,046	17,095	13,251	38,874	17,426	19,513	6,253	14,365	8,344	12,647	6,901	14,300	11,746
WICHITA FALLS	97,881	95,469	14,121	9,522	33,601	16,690	19,688	9,465	10,431	6,294	11,750	5,094	15,330	12,551
NONMETRO PORTION OF STATE	2,076,629	2,022,429	242,403	187,286	320,333	19,984	204,438	139,697	95,941	69,306	143,502	63,182	130,716	107,992
TOTAL STATE	10,899,131	10,427,154	1,500,762	1,029,962	3,117,083	1,320,326	1,887,165	929,448	983,028	587,965	1,062,465	421,218	1,318,914	1,037,053
UTAH														
PROVO - OREM	109,324	105,693	9,437	6,654	33,936	17,114	25,125	8,455	11,829	4,509	13,817	4,920	15,029	11,995
SALT LAKE CITY - OGDEN	564,102	542,863	42,731	31,622	203,454	131,392	121,673	41,585	63,035	25,880	51,584	22,617	100,570	87,437
NONMETRO PORTION OF STATE	158,831	152,028	17,704	13,970	28,188	3,528	22,458	12,191	9,957	5,337	10,902	4,898	13,089	11,015
TOTAL STATE	832,257	800,584	69,872	52,246	265,578	152,034	169,254	62,231	84,821	35,726	76,223	32,435	128,688	110,447

S&MM's METROPOLITAN MERCHANDISE LINE SALES

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1979

STATE S&MM METRO AREA	Groceries & Other Foods		Drugs & Other Health Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
VERMONT														
△ BURLINGTON	75,879	72,021	7,569	4,691	25,419	11,576	16,641	8,186	7,882	4,503	8,148	3,735	7,815	5,745
NONMETRO PORTION OF STATE	264,088	255,167	27,769	20,955	41,472	8,877	27,027	15,823	13,906	8,704	17,726	8,127	16,034	12,487
TOTAL STATE	339,967	327,188	35,338	25,646	66,891	20,453	43,668	24,009	21,788	13,207	25,874	11,862	23,849	18,232
VIRGINIA														
△ DANVILLE	79,139	76,439	8,603	6,645	18,540	9,284	11,353	4,007	5,467	2,395	5,782	1,993	7,416	5,867
LYNCHBURG	115,179	112,163	17,395	15,543	27,813	14,396	15,225	4,142	8,476	3,450	10,963	4,969	13,582	11,922
NEWPORT NEWS - HAMPTON	242,222	227,328	28,100	19,687	70,211	31,427	51,461	26,297	25,335	16,732	31,898	12,994	35,939	26,885
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	520,351	496,044	73,608	52,455	145,358	68,982	91,583	50,043	42,080	27,823	56,459	20,962	80,270	65,529
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	84,860	83,021	13,463	11,727	28,578	12,880	16,451	7,442	9,080	5,403	7,465	2,368	10,693	8,755
RICHMOND	480,585	468,884	81,437	62,549	166,686	92,274	86,165	37,170	42,463	22,470	44,019	13,935	73,453	58,565
ROANOKE	172,629	168,948	24,408	20,248	68,126	30,116	38,701	12,986	55,376	9,385	20,786	8,042	25,938	20,901
NONMETRO PORTION OF STATE	1,153,129	1,116,397	141,554	111,382	184,831	48,011	114,906	52,876	59,256	31,586	81,176	31,916	113,271	93,825
TOTAL STATE	3,850,339	3,695,725	554,673	431,847	1,034,218	478,845	603,961	272,566	335,530	172,845	329,048	123,278	503,172	394,998
WASHINGTON														
△ BREMERTON	98,671	96,550	22,618	20,057	16,761	9,107	10,594	3,511	5,092	2,117	7,485	3,020	8,812	6,743
△ OLYMPIA	88,465	86,446	13,386	10,865	13,881	7,798	8,721	2,471	4,129	1,493	8,265	4,337	11,504	9,696
RICHLAND - KENNEWICK - PASCO	138,595	129,062	31,184	22,714	27,019	11,797	17,589	7,979	8,363	3,851	8,919	4,808	12,552	8,157
SEATTLE - EVERETT	1,232,140	1,196,923	185,195	137,793	373,660	167,403	214,056	96,480	121,123	73,949	107,172	45,311	189,509	144,137
SEATTLE - TACOMA CONSOLIDATED AREA	*1,493,696*	*1,453,567*	*227,513*	*168,169*	*459,312*	*213,380*	*262,828*	*113,781*	*149,815*	*88,414*	*135,926*	*57,306*	*222,920*	*166,124*
SPOKANE	224,717	218,120	36,614	29,494	68,401	37,275	41,041	18,662	22,859	14,120	20,234	8,408	34,917	29,693
TACOMA	261,556	256,644	42,318	30,376	85,652	45,977	48,772	17,301	28,692	14,465	28,754	11,995	33,411	21,987
YAKIMA	112,550	109,792	17,921	12,887	26,200	13,210	15,824	7,012	9,232	5,286	10,772	4,730	11,121	8,632
NONMETRO PORTION OF STATE	623,164	609,032	99,946	82,521	111,734	37,698	72,539	38,483	37,815	23,224	45,991	20,401	56,523	45,562
TOTAL STATE	2,874,615	2,793,167	465,962	360,332	755,110	346,730	447,143	198,303	248,292	144,190	244,782	106,170	368,594	281,977
WEST VIRGINIA														
CHARLESTON	200,932	195,470	34,508	28,099	69,922	43,540	37,349	17,898	19,378	9,622	26,640	9,918	24,475	17,533
HUNTINGTON - ASHLAND	224,793	221,212	28,957	21,924	65,531	30,136	33,793	12,952	18,749	11,383	21,997	11,533	25,342	22,368
PARKERSBURG - MARIETTA	134,506	132,282	16,730	11,136	41,899	26,388	20,596	5,974	12,635	7,556	12,388	4,628	12,046	9,621
STEUBENVILLE - WEIRTON	114,178	113,255	14,871	9,652	28,789	16,866	17,783	6,629	9,165	5,221	9,295	3,662	10,337	8,079
WHEELING	139,006	135,392	19,265	11,220	36,982	21,387	19,488	6,531	8,731	4,150	12,237	6,570	16,622	14,633
NONMETRO PORTION OF STATE	802,610	780,724	103,683	81,762	177,779	56,579	102,707	41,510	51,371	25,545	63,454	29,831	79,942	62,396
TOTAL STATE	1,312,021	1,278,451	183,908	140,756	351,714	158,991	194,052	77,766	99,465	51,474	123,474	55,890	143,797	113,734
WISCONSIN														
APPLETON - OSHKOSH	213,717	200,959	21,268	16,969	47,798	29,897	27,480	8,779	13,650	5,218	18,659	8,860	20,256	13,482
DULUTH - SUPERIOR	211,275	200,351	22,013	16,167	86,580	28,267	41,304	14,053	14,242	7,111	19,589	8,426	20,221	15,371
EAU CLAIRE	86,486	75,368	11,188	9,125	18,582	1,247	14,927	4,733	7,678	2,911	9,031	3,484	7,668	5,431
GREEN BAY	144,810	133,522	12,859	10,114	36,488	25,336	22,433	6,262	11,790	4,893	14,976	6,122	18,118	12,986
JANESVILLE - BELOIT	124,422	114,108	12,058	9,699	20,997	2,057	21,795	6,563	10,451	4,038	11,476	4,172	9,660	6,501
KENOSHA	84,556	81,940	7,412	5,039	14,380	9,563	8,933	2,427	3,499	1,509	6,031	2,755	5,442	3,905
LA CROSSE	65,531	62,923	7,785	5,559	25,946	15,769	13,593	5,593	7,260	2,989	8,962	3,838	7,059	5,795
MADISON	253,852	219,391	26,084	20,874	77,703	47,198	46,043	20,469	23,246	12,548	22,204	12,215	29,606	21,038
△ MANITOWOC - TWO RIVERS	56,244	51,597	5,725	4,700	8,043	890	8,479	1,847	3,949	1,136	4,798	1,681	3,894	2,525
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,366,443*	*1,291,902*	*136,463*	*106,448*	*347,957*	*203,520*	*202,357*	*79,552*	*108,889*	*63,149*	*98,445*	*41,595*	*153,015*	*113,881*
MILWAUKEE	1,225,658	1,154,044	122,968	96,952	326,828	190,388	188,507	75,321	101,033	58,341	88,064	37,364	138,772	101,768
RACINE	140,785	137,858	13,495	9,496	21,129	13,132	13,850	4,231	7,856	4,808	10,381	4,231	14,243	12,113
△ SHEBOYGAN	81,990	75,942	8,404	6,998	10,900	1,220	11,525	2,452	5,354	1,508	6,296	1,895	4,845	2,953
△ WAUSAU	83,228	76,265	6,036	4,531	15,320	1,035	13,559	5,495	6,967	3,379	7,309	3,150	6,636	4,907
NONMETRO PORTION OF STATE	1,052,533	963,785	94,065	76,668	188,441	3,405	100,063	55,411	62,351	34,107	66,053	30,148	59,058	46,973
TOTAL STATE	3,670,841	3,401,650	355,359	281,713	826,560	342,277	496,902	201,979	267,114	138,563	277,093	120,657	327,911	242,305
WYOMING														
△ CHEYENNE	40,831	38,065	4,656	2,791	17,004	6,133	10,704	5,491	5,826	3,415	6,242	3,317	5,460	4,121
NONMETRO PORTION OF STATE	312,177	300,297	40,110	28,890	65,898	9,184	43,598	24,683	23,391	15,358	26,525	15,725	23,997	19,546
TOTAL STATE	353,008	338,362	44,766	31,681	82,902	15,317	54,302	30,174	29,217	18,773	32,767	19,042	29,457	23,667

Need to know more? Go deeper? Develop a finer analysis?
The new 1980 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

HUNTSVILLE

ALABAMA'S THIRD LARGEST...

BANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	829,100	$5,727,469,000	$3,441,452,000
2	MOBILE	446,100	2,544,572,000	1,655,976,000
3	HUNTSVILLE	297,000	1,937,417,000	1,134,911,000
4	MONTGOMERY	262,300	1,702,353,000	1,057,446,000

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HUNTSVILLE TIMES & NEWS

Represented by Newhouse Newspapers

ALABAMA'S SECOND LARGEST...

MOBILE

After Birmingham . . .
MOBILE RANKS FIRST
in Alabama in:

POPULATION	446,100
HOUSEHOLDS	145,500
EBI	$2,544,572,000
TOTAL RETAIL SALES	$1,655,976,000

Source: 1980 Sales & Marketing Preliminary Report

Press Register

represented by Newhouse Newspapers

Section C

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Projections of U.S. Metropolitan Markets to 1984

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
ALABAMA															
ANNISTON	**119.8**	**133.5**	**11.4**	**48.4**	**19.8**	**1,141,528**	**80.8**	**15,628**	**23,585**	**739,279**	**78.6**	**10,246**	**15,274**	**.0443**	**.0475**
Calhoun	119.8	133.5	11.4	48.4	19.8	1,141,528	80.8	15,628	23,585	739,279	78.6	10,246	15,274	.0443	.0475
BIRMINGHAM	**829.1**	**871.3**	**5.1**	**334.9**	**13.5**	**10,820,570**	**88.9**	**19,409**	**32,310**	**6,082,167**	**76.7**	**11,662**	**18,161**	**.3682**	**.3972**
Jefferson	662.6	682.7	3.0	264.1	11.2	8,811,812	83.9	20,177	33,365	5,134,311	73.4	12,470	19,441	.3081	3247
St. Clair	38.0	44.3	16.6	16.8	28.2	365,976	103.3	13,743	21,784	158,062	93.5	6,235	9,408	.0118	.0138
Shelby	60.5	71.8	18.7	25.9	28.9	817,036	125.6	18,019	31,546	344,211	110.2	8,148	13,290	.0221	.0282
Walker	68.0	72.5	6.6	28.1	15.2	825,746	110.0	16,112	29,386	445,583	90.1	9,604	15,857	.0262	0305
FLORENCE	**129.4**	**138.2**	**6.8**	**53.8**	**16.2**	**1,281,299**	**75.0**	**15,817**	**23,816**	**826,606**	**71.1**	**10,435**	**15,364**	**.0508**	**.0523**
Colbert	51.5	52.5	1.9	20.3	10.3	571,539	82.2	17,049	28,155	402,154	73.6	12,590	19,811	.0223	.0233
Lauderdale	77.9	85.7	10.0	33.5	20.1	709,760	69.6	15,004	21,187	424,452	68.8	9,013	12,670	.0285	.0290
GADSDEN	**100.4**	**107.9**	**7.5**	**41.6**	**15.9**	**870,140**	**64.7**	**14,717**	**20,917**	**609,914**	**64.6**	**10,319**	**14,661**	**.0380**	**.0376**
Etowah	100.4	107.9	7.5	41.6	15.9	870,140	64.7	14,717	20,917	609,914	64.6	10,319	14,661	.0380	.0376
HUNTSVILLE	**297.0**	**308.1**	**3.7**	**110.0**	**12.2**	**3,364,024**	**73.6**	**19,770**	**30,582**	**1,907,196**	**68.0**	**11,581**	**17,338**	**.1250**	**.1270**
Limestone	45.4	46.0	1.3	15.6	8.3	474,300	85.0	17,802	30,404	196,321	71.9	7,932	12,585	.0158	.0166
Madison	188.8	193.3	2.4	66.7	10.4	1,940,229	52.4	20,936	29,089	1,159,756	55.0	12,387	17,388	.0815	.0758
Marshall	62.8	68.8	9.6	27.7	19.4	949,495	128.6	17,953	34,278	551,119	102.2	11,747	19,896	.0277	.0346
MOBILE	**446.1**	**499.8**	**12.0**	**176.1**	**21.0**	**5,004,810**	**96.7**	**17,488**	**28,420**	**3,113,269**	**88.0**	**11,381**	**17,679**	**.1749**	**1980**
Baldwin	75.2	85.0	13.0	31.8	22.8	958,410	110.3	17,598	30,139	518,940	95.1	10,268	16,319	.0299	.0355
Mobile	370.9	414.8	11.8	144.3	20.7	4,046,400	93.7	17,465	28,042	2,594,329	86.6	11,622	17,979	.1450	.1625
MONTGOMERY	**262.3**	**281.7**	**7.4**	**100.6**	**15.6**	**3,474,823**	**104.1**	**19,567**	**34,541**	**1,996,241**	**88.8**	**12,155**	**19,843**	**.1119**	**.1285**
Autauga	30.1	32.1	6.6	10.7	13.8	401,040	121.5	19,265	37,480	148,946	98.5	7,981	13,920	.0108	.0131
Elmore	41.1	45.5	10.7	15.9	19.5	444,344	104.8	16,317	27,946	154,492	90.7	6,090	9,716	.0131	.0152
Montgomery	191.1	204.1	6.8	74.0	15.1	2,629,439	101.6	20,284	35,533	1,692,803	87.8	14,019	22,876	.0880	.1002
TUSCALOOSA	**131.8**	**140.1**	**6.3**	**47.0**	**14.4**	**1,627,662**	**106.7**	**19,163**	**34,631**	**904,916**	**87.9**	**11,718**	**19,254**	**.0526**	**.0602**
Tuscaloosa	131.8	140.1	6.3	47.0	14.4	1,627,662	106.7	19,163	34,631	904,916	87.9	11,718	19,254	.0526	.0602
TOTAL METRO COUNTIES	**2,362.5**	**2,527.8**	**7.0**	**928.9**	**15.5**	**28,009,264**	**89.1**	**18,413**	**30,153**	**16,369,364**	**79.0**	**11,369**	**17,622**	**.9802**	**1.0639**
TOTAL STATE	**3,815.4**	**4,054.1**	**6.3**	**1,505.8**	**15.0**	**42,290,299**	**90.4**	**16,962**	**28,085**	**23,529,594**	**79.2**	**10,024**	**15,626**	**1.4744**	**1.6027**

(continued on page 43)

Guide to using S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979-1984	12/31/84 Total Households (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI		1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household			
								1979	1984			1979	1984	1979	1984
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from the 1970 Census of Population and Housing, and incorporating the annual tabulations of the Federal-State Cooperative Program for Population Estimates, **Total Population** is a head-count estimate of all **persons** living in the metropolitan market at the end of the year. It includes persons living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. The **projected 1984 population** is based upon expected trends in births, deaths, outmigration, and inmigration. An explanation of the methodology behind S&MM's population projections will be found on page 6.

2 Percent change between 12/31/79 and 12/31/84, with 1979 as the base year. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, apartment or other group of rooms, or a room regarded as a housing unit under the rules of the 1970 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. The projection is based upon population trends that will affect household size.

4 Percent change between 12/31/79 and 12/31/84, with 1979 as the base year. A minus sign indicates a decline.

5 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income. EBI for 1984 is stated in current dollars. An explanation of the methodology behind S&MM's EBI projection will be found on page 6.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying income groups, as reported in the July 28th *Survey of Buying Power*, should be considered.

Effective Buying Income for 1984 is in current dollars.

6 Percent change between 1979 and 1984, with 1979 as the base year, of a market's total EBI. A minus sign indicates a decline in EBI.

7 Average Household Effective Buying Income (EBI) is calculated by dividing the number of households into total EBI. Often used as an indicator of market quality, but can be misleading where there is a disproportionate share of institutional population (for example, students or armed forces) in quarters not considered households. Because their income is included in the total EBI, an average EBI per household could be deceptively higher than the average of the actual household population in the area.

8 Total retail sales are net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by the purchases by nonhousehold units, such as businesses, and by inhabitants of group quarters. Retail sales for 1984 are stated in current dollars. An explanation of the methodology behind S&MM's retail sales projections will be found on page 6.

9 Percent change between 1979 and 1984, with 1979 as the base year, of a market's total retail sales. A minus sign indicates a decline in retail sales.

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
NEW ENGLAND	**12,349.9**	**12,591.0**	**2.0**	**4,716.9**	**9.2**	**144,289,438**	**57.0**	**21,291**	**30,590**	**72,021,006**	**56.2**	**10,677**	**15,269**	**5.5131**	**5.1929**
Connecticut	3,128.2	3,128.9	.0	1,167.9	6.8	39,105,760	49.5	23,917	33,484	16,917,510	48.3	10,434	14,485	1.4759	1.3300
Maine	1,106.0	1,165.8	5.4	428.2	12.7	11,048,457	65.3	17,587	25,802	6,848,195	62.8	11,066	15,993	.4486	.4422
Massachusetts	5,787.5	5,829.4	.7	2,207.2	8.2	67,115,920	55.5	21,160	30,408	33,963,392	55.5	10,705	15,388	2.5941	2.4225
New Hampshire	897.8	1,012.3	12.8	370.9	20.9	11,717,326	88.6	20,250	31,592	6,784,430	79.0	12,353	18,292	.4010	.4398
Rhode Island	933.1	927.3	–.6	346.6	6.9	10,455,288	58.2	20,377	30,165	4,715,688	54.2	9,430	13,606	.3918	.3674
Vermont	497.3	527.3	6.0	196.1	13.3	4,846,687	56.0	17,945	24,715	2,791,791	55.2	10,392	14,237	.2017	.1910
MIDDLE ATLANTIC	**36,887.3**	**36,289.1**	**–1.6**	**13,789.3**	**4.6**	**422,536,919**	**50.2**	**21,338**	**30,642**	**204,708,271**	**51.9**	**10,221**	**14,845**	**16.5730**	**15.0304**
New Jersey	7,341.8	7,373.7	.4	2,692.3	7.5	102,118,957	66.2	24,534	37,930	48,683,224	62.7	11,949	18,082	3.5720	3.4960
New York	17,776.0	17,250.5	–3.0	6,700.0	2.6	186,458,745	38.3	20,652	27,830	87,693,401	43.9	9,339	13,089	7.8291	6.6856
Pennsylvania	11,769.5	11,664.9	–.9	4,397.0	5.9	133,959,217	57.5	20,489	30,466	68,331,646	55.8	10,563	15,541	5.1719	4.8488
EAST NORTH CENTRAL	**41,418.9**	**42,479.9**	**2.6**	**15,729.8**	**9.7**	**512,671,229**	**62.3**	**22,020**	**32,592**	**274,146,176**	**60.5**	**11,906**	**17,428**	**19.2691**	**18.6279**
Illinois	11,259.3	11,450.8	1.7	4,317.6	8.6	147,206,842	57.9	23,436	34,095	75,089,463	58.4	11,921	17,391	5.4984	5.2105
Indiana	5,386.4	5,520.8	2.5	2,013.6	9.2	63,850,219	64.7	21,031	31,709	34,133,239	59.1	11,642	16,951	2.4088	2.3397
Michigan	9,223.1	9,528.4	3.3	3,478.6	10.8	115,509,661	63.1	22,558	33,204	65,765,567	62.5	12,886	18,905	4.3879	4.2748
Ohio	10,811.6	11,021.9	1.9	4,093.9	9.1	126,348,966	58.8	21,195	30,863	67,338,283	57.5	11,394	16,448	4.8789	4.6339
Wisconsin	4,738.5	4,958.0	4.6	1,825.9	11.9	59,755,541	78.3	20,547	32,727	31,819,624	70.2	11,459	17,427	2.0951	2.1690
WEST NORTH CENTRAL	**17,246.7**	**17,941.4**	**4.0**	**6,783.2**	**11.0**	**208,311,557**	**67.7**	**20,327**	**30,710**	**116,230,460**	**64.0**	**11,601**	**17,135**	**7.7903**	**7.7259**
Iowa	2,923.8	2,980.5	1.9	1,119.1	8.5	36,839,843	67.8	21,279	32,919	19,394,168	62.0	11,603	17,330	1.3467	1.3261
Kansas	2,390.9	2,538.0	6.2	986.9	13.2	31,029,224	70.2	20,924	31,441	16,148,812	67.3	11,075	16,363	1.1054	1.1155
Minnesota	4,071.8	4,226.0	3.8	1,554.7	10.6	49,162,956	65.8	21,100	31,622	27,973,074	62.0	12,286	17,993	1.8672	1.8337
Missouri	4,899.3	5,109.5	4.3	1,974.9	11.6	58,318,833	71.8	19,187	29,530	33,781,373	67.5	11,396	17,105	2.1726	2.1957
Nebraska	1,590.4	1,649.6	3.7	630.5	10.6	18,182,769	59.5	19,993	28,839	9,749,364	56.4	10,794	15,463	.7037	.6735
North Dakota	668.1	718.4	7.5	253.5	14.5	7,649,983	72.8	19,993	30,177	4,768,658	67.4	12,863	18,811	.2934	.2990
South Dakota	702.4	719.4	2.4	263.6	9.2	7,127,949	55.1	19,043	27,041	4,415,011	55.6	11,751	16,749	.3013	.2824
SOUTH ATLANTIC	**35,339.2**	**37,501.6**	**6.1**	**14,088.0**	**13.4**	**419,996,121**	**74.9**	**19,332**	**29,812**	**238,453,186**	**69.8**	**11,306**	**16,926**	**15.3549**	**15.7759**
Delaware	587.3	590.7	.6	219.6	7.8	6,990,425	56.1	21,982	31,833	3,667,145	53.9	11,700	16,699	.2718	.2535
District of Columbia	661.5	598.5	–9.5	272.8	–2.0	8,429,980	35.9	22,284	30,902	2,973,290	35.5	7,884	10,899	.3256	.2665
Florida	8,956.8	9,829.9	9.7	3,999.7	16.5	115,267,113	80.4	18,613	28,819	73,384,524	75.7	12,170	18,348	4.1940	4.4513
Georgia	5,166.2	5,477.6	6.0	1,972.7	13.7	55,161,856	72.5	18,429	27,963	32,652,444	67.8	11,217	16,552	2.1121	2.1469
Maryland	4,183.2	4,275.0	2.2	1,576.3	9.7	48,969,589	56.3	21,802	31,066	27,562,104	57.4	12,187	17,485	1.9373	1.8261
North Carolina	5,670.3	5,989.6	5.6	2,189.6	13.2	63,120,899	76.5	18,487	28,828	33,654,921	69.6	10,258	15,370	2.2869	2.3570
South Carolina	2,967.9	3,177.4	7.1	1,106.1	15.4	32,868,278	85.9	18,442	29,715	17,934,166	76.6	10,593	16,214	1.1573	1.2407
Virginia	5,260.9	5,618.2	6.8	2,030.8	13.7	66,195,461	79.3	20,673	32,596	34,881,505	70.3	11,468	17,176	2.3079	2.4063
West Virginia	1,885.1	1,944.7	3.2	720.4	9.8	22,992,520	93.1	18,147	31,916	11,743,087	77.1	10,108	16,301	.7620	.8276
EAST SOUTH CENTRAL	**14,228.6**	**15,106.9**	**6.2**	**5,517.2**	**13.9**	**157,839,428**	**86.8**	**17,448**	**28,609**	**89,074,139**	**76.2**	**10,438**	**16,145**	**5.6041**	**6.0052**
Alabama	3,815.4	4,054.1	6.3	1,505.8	15.0	42,290,299	90.4	16,962	28,085	23,529,594	79.2	10,024	15,626	1.4744	1.6027
Kentucky	3,554.3	3,758.2	5.7	1,358.2	13.1	42,460,006	89.7	18,638	31,262	23,255,673	78.0	10,883	17,122	1.4537	1.5748
Mississippi	2,433.6	2,547.6	4.7	868.3	11.3	23,421,087	85.4	16,189	26,973	13,937,289	74.5	10,240	16,051	.8799	.9321
Tennessee	4,425.3	4,747.0	7.3	1,784.9	14.9	49,668,036	82.0	17,570	27,827	28,351,583	73.1	10,542	15,884	1.7961	1.8956
WEST SOUTH CENTRAL	**22,682.9**	**24,618.3**	**8.5**	**9,104.4**	**16.1**	**301,433,555**	**91.3**	**20,095**	**33,109**	**170,659,445**	**80.5**	**12,058**	**18,745**	**10.1120**	**11.1141**
Arkansas	2,221.8	2,397.7	7.9	914.3	16.0	26,275,349	103.7	16,362	28,738	14,421,736	87.2	9,771	15,774	.8594	.9812
Louisiana	4,028.1	4,248.2	5.5	1,467.8	12.2	46,153,160	82.2	19,363	31,444	25,659,116	72.7	11,352	17,481	1.6483	1.7333
Oklahoma	2,970.7	3,265.4	9.9	1,327.3	18.9	38,344,224	93.3	17,762	28,889	20,046,747	81.1	9,911	15,103	1.2549	1.3915
Texas	13,462.3	14,707.0	9.2	5,395.0	16.5	190,660,822	91.6	21,501	35,340	110,531,846	81.4	13,165	20,488	6.3494	7.0081
MOUNTAIN	**10,772.8**	**12,073.7**	**12.1**	**4,426.6**	**19.2**	**136,204,839**	**83.0**	**20,039**	**30,770**	**80,089,043**	**77.3**	**12,160**	**18,093**	**4.7974**	**5.1644**
Arizona	2,495.5	2,785.2	11.6	1,024.5	19.0	32,052,320	82.5	20,406	31,286	17,979,356	76.7	11,820	17,549	1.1118	1.1928
Colorado	2,783.9	3,058.3	9.9	1,152.4	15.8	36,502,854	77.0	20,730	31,676	20,818,486	72.9	12,100	18,065	1.2953	1.3556
Idaho	914.7	1,044.3	14.2	375.0	21.0	10,881,615	86.9	18,777	29,018	6,624,589	80.1	11,864	17,666	.3867	.4239
Montana	800.9	884.8	10.5	345.5	19.3	8,546,872	71.8	17,177	24,738	5,956,518	70.7	12,051	17,240	.3439	.3540
Nevada	708.3	845.8	19.4	334.6	27.5	11,037,993	90.5	22,080	32,989	7,262,090	86.5	14,841	21,704	.3746	.4229
New Mexico	1,247.9	1,362.8	9.2	492.7	17.2	13,676,326	76.5	18,431	27,758	8,284,006	71.8	11,464	16,813	.5149	.5366
Utah	1,363.4	1,554.9	14.0	498.4	20.7	16,066,140	92.7	20,196	32,235	8,917,797	82.1	11,863	17,893	.5462	.6097
Wyoming	458.2	537.6	17.3	203.5	25.4	7,440,719	110.0	21,836	36,564	4,246,201	96.3	13,327	20,866	.2240	.2689
PACIFIC	**30,656.1**	**33,323.6**	**8.7**	**13,340.2**	**16.3**	**428,805,932**	**72.5**	**21,669**	**32,144**	**227,971,081**	**69.8**	**11,702**	**17,089**	**14.9861**	**15.3633**
Alaska	421.9	443.4	5.1	135.2	11.2	7,451,317	92.1	31,906	55,113	3,764,388	77.7	17,416	27,843	.2295	.2513
California	22,870.7	24,765.1	8.3	10,091.9	15.9	318,140,462	69.0	21,625	31,524	168,533,831	67.8	11,532	16,700	11.2746	11.3897
Hawaii	917.9	969.0	5.6	304.4	12.9	12,293,590	69.8	26,859	40,386	6,360,207	66.0	14,212	20,894	.4360	.4381
Oregon	2,534.5	2,810.2	10.9	1,108.8	18.0	33,934,116	86.9	19,319	30,604	20,541,874	78.5	12,248	18,526	1.1786	1.2816
Washington	3,911.1	4,335.9	10.9	1,699.9	18.3	56,986,447	83.4	21,634	33,523	28,770,781	75.4	11,418	16,925	1.8674	2.0026
TOTAL UNITED STATES	**221,582.4**	**231,925.5**	**4.7**	**87,495.6**	**11.8**	**2,732,089,018**	**68.8**	**20,685**	**31,225**	**1,473,352,807**	**66.0**	**11,342**	**16,839**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/79 Total Pop. (Thous.)	POPULATION 12/31/84 Total Pop. (Thous.)	POPULATION % Change 1979-1984	POPULATION 12/31/84 Total House-holds (Thous.)	POPULATION % Change 1979-1984	EFFECTIVE BUYING INCOME 1984 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1979-1984	EFFECTIVE BUYING INCOME Average Household EBI 1979	EFFECTIVE BUYING INCOME Average Household EBI 1984	RETAIL SALES 1984 Total Retail Sales ($000)	RETAIL SALES % Change 1979-1984	RETAIL SALES Retail Sales Per Household 1979	RETAIL SALES Retail Sales Per Household 1984	BUYING POWER INDEX 1979	BUYING POWER INDEX 1984
ALASKA															
ANCHORAGE	187.7	196.9	4.9	65.0	10.5	3,326,086	81.5	31,173	51,171	1,831,316	70.0	18,318	28,174	.1099	.1152
Anchorage	187.7	196.9	4.9	65.0	10.5	3,326,086	81.5	31,173	51,171	1,831,316	70.0	18,318	28,174	.1099	.1152
TOTAL METRO COUNTIES	187.7	196.9	4.9	65.0	10.5	3,326,086	81.5	31,173	51,171	1,831,316	70.0	18,318	28,174	.1099	.1152
TOTAL STATE	421.9	443.4	5.1	135.2	11.2	7,451,317	92.1	31,906	55,113	3,764,388	77.7	17,416	27,843	.2295	.2513
ARIZONA															
PHOENIX	1,389.6	1,571.7	13.1	589.1	20.2	19,763,854	84.0	21,911	33,549	10,923,436	78.6	12,477	18,543	.6640	.7197
Maricopa	1,389.6	1,571.7	13.1	589.1	20.2	19,763,854	84.0	21,911	33,549	10,923,436	78.6	12,477	18,543	.6640	.7197
TUCSON	485.0	529.9	9.3	200.1	16.3	6,222,632	79.4	20,170	31,098	3,566,577	73.6	11,946	17,824	.2205	.2322
Pima	485.0	529.9	9.3	200.1	16.3	6,222,632	79.4	20,170	31,098	3,566,577	73.6	11,946	17,824	.2205	.2322
TOTAL METRO COUNTIES	1,874.6	2,101.6	12.1	789.2	19.2	25,986,486	82.8	21,459	32,928	14,490,013	77.3	12,339	18,360	.8845	.9519
TOTAL STATE	2,495.5	2,785.2	11.6	1,024.5	19.0	32,052,320	82.5	20,406	31,286	17,979,356	76.7	11,820	17,549	1.1118	1.1928
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	164.8	187.2	13.6	73.0	22.2	2,294,580	120.7	17,653	31,869	1,324,494	102.7	11,092	18,396	.0692	.0851
Benton	67.0	78.8	17.6	31.2	26.3	921,084	128.9	16,291	29,522	486,730	110.5	9,359	15,600	.0264	.0336
Washington	97.8	108.4	10.8	40.8	19.3	1,373,496	115.5	18,636	33,664	837,764	98.4	12,344	20,533	.0428	.0515
FORT SMITH	196.9	219.3	11.4	85.6	19.9	2,236,371	102.6	15,463	26,126	1,435,176	88.8	10,644	16,766	.0779	.0888
Crawford	34.8	39.8	14.4	14.9	22.1	446,704	140.5	15,223	29,980	197,674	111.5	7,661	13,267	.0122	.0156
Sebastian	92.9	102.3	10.1	40.2	17.9	1,274,686	99.0	18,786	31,709	968,852	88.0	15,113	24,101	.0457	.0518
Le Flore, Okla.	*39.3*	*43.3*	*10.2*	*17.7*	*20.4*	*334,157*	*98.0*	*11,479*	*18,879*	*147,838*	*84.5*	*5,452*	*8,352*	*.0115*	*.0128*
Sequoyah, Okla.	*29.9*	*33.9*	*13.4*	*12.8*	*23.1*	*180,824*	*65.9*	*10,482*	*14,127*	*120,812*	*70.1*	*6,831*	*9,438*	*.0085*	*.0086*
LITTLE ROCK - NORTH LITTLE ROCK	388.3	415.7	7.1	158.5	15.4	5,708,610	99.4	20,837	36,016	3,175,265	84.4	12,535	20,033	.1817	.2049
Pulaski	340.2	357.4	5.1	137.1	13.2	5,194,430	100.4	21,402	37,888	2,941,086	84.2	13,181	21,452	.1647	.1857
Saline	48.1	58.3	21.2	21.4	31.3	514,180	89.6	16,638	24,027	234,179	86.2	7,718	10,943	.0170	.0192
PINE BLUFF	84.5	87.6	3.7	31.5	11.3	1,044,698	98.9	18,556	33,165	572,248	80.8	11,184	18,167	.0345	.0383
Jefferson	84.5	87.6	3.7	31.5	11.3	1,044,698	98.9	18,556	33,165	572,248	80.8	11,184	18,167	.0345	.0383
TEXARKANA	119.3	122.2	2.4	48.4	9.5	1,101,444	59.6	15,610	22,757	781,175	58.1	11,180	16,140	.0489	.0466
Little River	11.4	11.9	4.4	4.5	12.5	121,718	89.6	16,052	27,048	51,460	74.4	7,376	11,436	.0041	.0043
Miller	33.5	32.5	–3.0	12.4	3.3	335,689	70.8	16,377	27,072	222,256	62.7	11,385	17,924	.0137	.0136
Bowie, Tex.	*74.4*	*77.8*	*4.6*	*31.5*	*11.7*	*644,037*	*50.1*	*15,220*	*20,446*	*507,459*	*54.7*	*11,632*	*16,110*	*.0311*	*.0287*
TOTAL METRO COUNTIES	859.6	926.7	7.8	350.4	16.0	11,704,879	102.9	19,099	33,404	6,840,831	87.2	12,101	19,523	.3797	.4333
TOTAL STATE	2,221.8	2,397.7	7.9	914.3	16.0	26,275,349	103.7	16,362	28,738	14,421,736	87.2	9,771	15,774	.8594	.9812
CALIFORNIA															
ANAHEIM - SANTA ANA - GARDEN GROVE	1,913.2	2,133.7	11.5	861.4	20.3	29,551,255	68.9	24,448	34,306	16,243,109	70.1	13,342	18,857	1.0061	1.0554
Orange	1,913.2	2,133.7	11.5	861.4	20.3	29,551,255	68.9	24,448	34,306	16,243,109	70.1	13,342	18,857	1.0061	1.0554
BAKERSFIELD	376.0	408.0	8.5	147.0	16.0	4,091,808	76.9	18,256	27,835	2,800,164	72.0	12,850	19,049	.1604	.1672
Kern	376.0	408.0	8.5	147.0	16.0	4,091,808	76.9	18,256	27,835	2,800,164	72.0	12,850	19,049	.1604	.1672
FRESNO	491.7	531.9	8.2	191.3	15.0	5,311,048	76.0	18,133	27,763	3,747,974	71.2	13,156	19,592	.2115	.2194
Fresno	491.7	531.9	8.2	191.3	15.0	5,311,048	76.0	18,133	27,763	3,747,974	71.2	13,156	19,592	.2115	.2194
LOS ANGELES - LONG BEACH	7,161.3	7,344.2	2.6	3,101.4	10.1	96,794,365	57.6	21,804	31,210	48,918,855	57.4	11,035	15,773	3.5946	3.4007
Los Angeles	7,161.3	7,344.2	2.6	3,101.4	10.1	96,794,365	57.6	21,804	31,210	48,918,855	57.4	11,035	15,773	3.5946	3.4007
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	*11,034.6*	*11,847.8*	*7.4*	*4,900.5*	*15.3*	*152,085,546*	*64.1*	*21,796*	*31,035*	*79,877,786*	*64.6*	*11,417*	*16,300*	*5.4990*	*5.4311*
MODESTO	251.1	283.4	12.9	113.5	21.7	3,997,399	105.1	20,893	35,219	2,148,710	91.5	12,027	18,931	.1208	.1414
Stanislaus	251.1	283.4	12.9	113.5	21.7	3,997,399	105.1	20,893	35,219	2,148,710	91.5	12,027	18,931	.1208	.1414
OXNARD - SIMI VALLEY - VENTURA	505.3	590.6	16.9	215.6	25.6	5,989,070	68.0	20,758	27,779	3,312,297	72.8	11,163	15,363	.2205	.2279
Ventura	505.3	590.6	16.9	215.6	25.6	5,989,070	68.0	20,758	27,779	3,312,297	72.8	11,163	15,363	.2205	.2279
RIVERSIDE - SAN BERNARDINO - ONTARIO	1,454.8	1,779.3	22.3	722.1	32.1	19,750,856	94.1	18,610	27,352	11,403,525	90.6	10,943	15,792	.6478	.7471
Riverside	639.9	792.7	23.9	324.3	32.7	8,219,784	86.6	18,036	25,346	5,247,454	87.8	11,439	16,181	.2882	.3256
San Bernardino	814.9	986.6	21.1	397.8	31.5	11,531,072	99.9	19,073	28,987	6,156,071	93.0	10,542	15,475	.3596	.4215
SACRAMENTO	980.5	1,097.8	12.0	432.0	19.6	13,759,984	80.1	21,141	31,852	8,097,593	76.4	12,708	18,744	.4797	.5115
Placer	111.1	140.9	26.8	53.4	33.8	1,794,739	112.8	21,142	33,609	1,070,560	103.3	13,195	20,048	.0539	.0669
Sacramento	760.2	840.3	10.5	335.2	18.4	10,783,008	77.5	21,457	32,169	6,323,923	73.8	12,852	18,866	.3792	.3986
Yolo	109.2	116.6	6.8	43.4	13.3	1,182,237	64.1	18,807	27,240	703,110	64.9	11,130	16,201	.0466	.0460
SALINAS - SEASIDE - MONTEREY	285.5	289.4	1.4	90.2	6.9	3,108,959	64.8	22,355	34,467	1,880,522	51.4	13,808	20,848	.1234	.1201
Monterey	285.5	289.4	1.4	90.2	6.9	3,108,959	64.8	22,355	34,467	1,880,522	51.4	13,808	20,848	.1234	.1201
SAN DIEGO	1,841.2	2,145.6	16.5	891.0	26.5	24,396,349	72.7	20,054	27,381	13,200,607	75.7	10,665	14,815	.8566	.9003
San Diego	1,841.2	2,145.6	16.5	891.0	26.5	24,396,349	72.7	20,054	27,381	13,200,607	75.7	10,665	14,815	.8566	.9003
SAN FRANCISCO - OAKLAND	3,222.7	3,269.4	1.4	1,394.6	6.4	49,406,682	60.0	23,556	35,427	23,022,218	56.8	11,199	16,508	1.7410	1.6550
Alameda	1,114.8	1,129.7	1.3	492.5	9.6	16,491,246	64.9	22,248	33,485	7,562,173	61.2	10,437	15,355	.5680	.5533
Contra Costa	641.8	697.9	8.7	265.3	16.0	9,700,508	71.5	24,732	36,564	4,480,743	68.5	11,630	16,889	.3226	.3289
Marin	226.0	229.8	1.7	96.4	10.0	3,948,297	60.7	28,054	40,957	1,771,315	60.5	12,600	18,375	.1336	.1282
San Francisco	647.0	606.9	–6.2	289.1	–8.4	9,033,293	38.8	20,627	31,246	4,399,392	34.9	10,339	15,218	.3696	.3073
San Mateo	593.1	605.1	2.0	251.3	9.4	10,233,338	63.4	27,249	40,722	4,808,595	62.1	12,908	19,135	.3472	.3373

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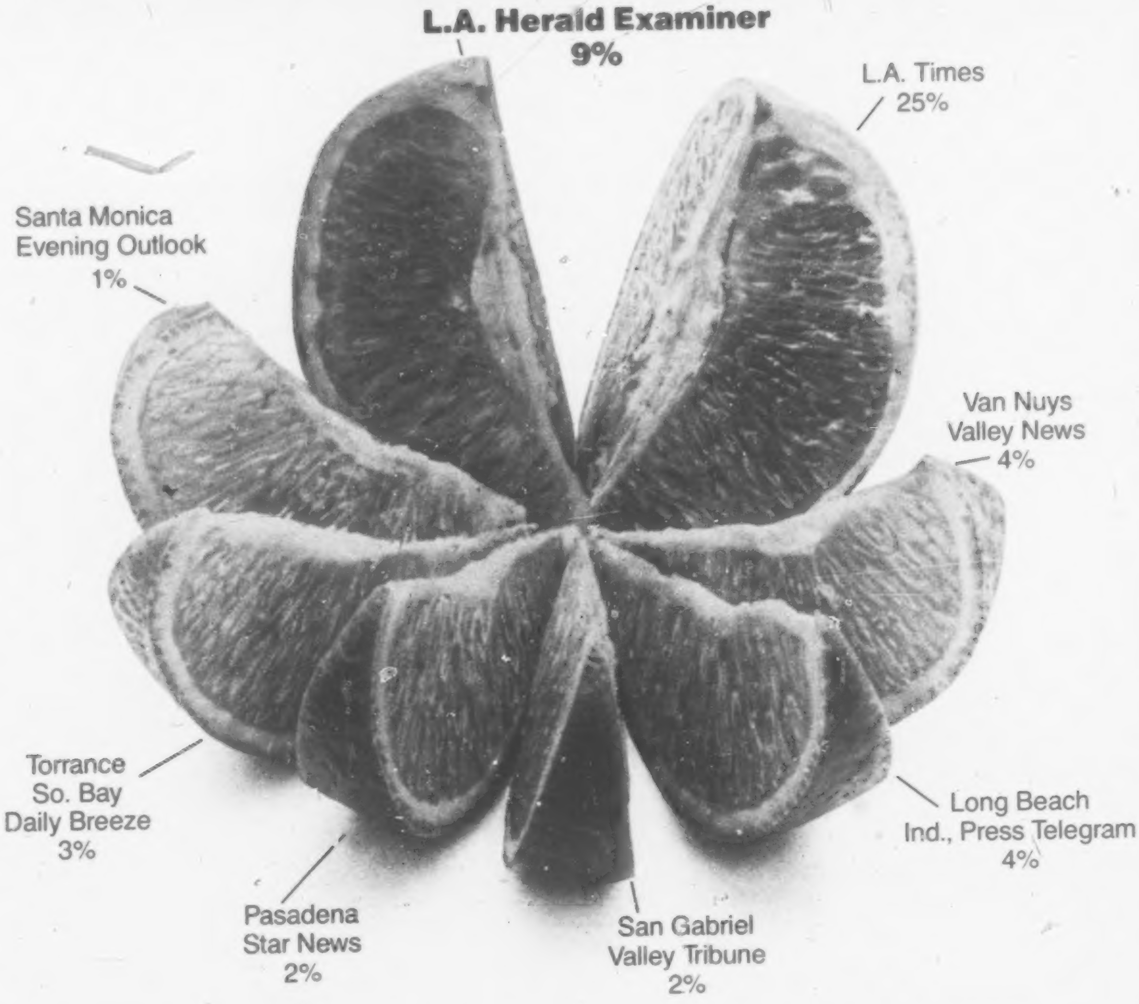

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Sources: Sales Management's Survey of Buying Power, July 1979. SRDS "Newspaper Circulation Analysis," Sept. 1980

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
CA (cont.)															
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*4,797.9*	*4,983.6*	*3.9*	*2,060.1*	*9.7*	*76,027,691*	*67.4*	*24,177*	*36,905*	*35,994,402*	*63.2*	*11,738*	*17,472*	*2.5808*	*2.5541*
SAN JOSE	**1,262.7**	**1,358.0**	**7.5**	**527.2**	**16.0**	**22,625,557**	**84.4**	**27,001**	**42,916**	**10,887,351**	**76.3**	**13,593**	**20,651**	**.7016**	**.7529**
Santa Clara	1,262.7	1,358.0	7.5	527.2	16.0	22,625,557	84.4	27,001	42,916	10,887,351	76.3	13,593	20,651	.7016	.7529
SANTA BARBARA - SANTA MARIA - LOMPOC	**297.2**	**314.0**	**5.7**	**120.6**	**12.1**	**4,238,459**	**70.5**	**23,105**	**35,145**	**2,105,634**	**65.2**	**11,847**	**17,460**	**.1468**	**.1476**
Santa Barbara	297.2	314.0	5.7	120.6	12.1	4,238,459	70.5	23,105	35,145	2,105,634	65.2	11,847	17,460	.1468	.1476
SANTA CRUZ	**180.0**	**205.8**	**14.3**	**84.8**	**19.8**	**2,261,776**	**74.7**	**18,288**	**26,672**	**1,419,025**	**73.0**	**11,583**	**16,734**	**.0841**	**.0880**
Santa Cruz	180.0	205.8	14.3	84.8	19.8	2,261,776	74.7	18,288	26,672	1,419,025	73.0	11,583	16,734	.0841	.0880
SANTA ROSA	**282.5**	**329.5**	**16.6**	**136.6**	**25.7**	**4,080,029**	**91.5**	**19,600**	**29,868**	**2,468,912**	**86.4**	**12,182**	**18,074**	**.1360**	**.1534**
Sonoma	282.5	329.5	16.6	136.6	25.7	4,080,029	91.5	19,600	29,868	2,468,912	86.4	12,182	18,074	.1360	.1534
STOCKTON	**322.1**	**351.3**	**9.1**	**128.0**	**17.2**	**3,972,905**	**83.3**	**19,846**	**31,038**	**2,465,377**	**76.4**	**12,800**	**19,261**	**.1432**	**.1532**
San Joaquin	322.1	351.3	9.1	128.0	17.2	3,972,905	83.3	19,846	31,038	2,465,377	76.4	12,800	19,261	.1432	.1532
VALLEJO - FAIRFIELD - NAPA	**312.5**	**356.2**	**14.0**	**138.3**	**22.5**	**3,995,452**	**76.8**	**20,019**	**28,890**	**2,084,833**	**75.4**	**10,530**	**15,075**	**.1382**	**.1462**
Napa	95.5	100.6	5.3	41.1	13.2	886,724	42.1	17,186	21,575	541,582	50.6	9,908	13,177	.0400	.0359
Solano	217.0	255.6	17.8	97.2	26.9	3,108,728	90.0	21,362	31,983	1,543,251	86.1	10,825	15,877	.0982	.1103
TOTAL METRO COUNTIES	**21,140.3**	**22,788.1**	**7.8**	**9,295.6**	**15.3**	**297,331,953**	**67.9**	**21,964**	**31,986**	**156,206,706**	**66.9**	**11,611**	**16,804**	**10.5423**	**10.5873**
TOTAL STATE	**22,870.7**	**24,765.1**	**8.3**	**10,091.9**	**15.9**	**318,140,462**	**69.0**	**21,625**	**31,524**	**168,533,831**	**67.8**	**11,532**	**16,700**	**11.2746**	**11.3897**
COLORADO															
COLORADO SPRINGS	**298.8**	**309.9**	**3.7**	**109.6**	**10.3**	**2,830,135**	**51.7**	**18,763**	**25,822**	**1,861,139**	**53.8**	**12,177**	**16,981**	**.1254**	**.1163**
El Paso	291.3	300.3	3.1	105.5	9.4	2,755,207	51.0	18,931	26,116	1,827,185	53.2	12,372	17,319	.1229	.1135
Teller	7.5	9.6	28.0	4.1	36.7	74,928	86.5	13,391	18,275	33,954	92.3	5,886	8,281	.0025	.0028
DENVER - BOULDER	**1,584.0**	**1,775.5**	**12.1**	**672.3**	**17.6**	**23,138,179**	**77.7**	**22,783**	**34,416**	**12,534,553**	**74.7**	**12,555**	**18,644**	**.7878**	**.8319**
Adams	244.3	287.8	17.8	94.7	24.4	3,088,043	89.6	21,407	32,609	1,974,497	85.9	13,958	20,850	.1082	.1215
Arapahoe	268.7	346.3	28.9	124.8	36.2	3,841,581	79.0	23,424	30,782	2,859,272	84.8	16,892	22,911	.1429	.1584
Boulder	179.0	196.9	10.0	77.7	17.5	2,999,482	90.9	23,777	38,603	1,497,046	80.9	12,522	19,267	.0926	.1023
Denver	501.1	473.0	−5.6	207.5	.5	7,335,039	63.7	21,703	35,350	3,264,090	53.1	10,331	15,731	.2558	.2416
Douglas	25.0	30.8	23.2	10.8	40.3	201,280	63.9	15,958	18,637	64,839	81.4	4,643	6,004	.0073	.0076
Gilpin	2.3	2.8	21.7	1.2	20.0	18,015	45.4	12,392	15,013	5,772	53.1	3,771	4,810	.0006	.0007
Jefferson	363.6	437.9	20.4	155.6	26.8	5,654,739	84.7	24,952	36,342	2,869,037	83.1	12,773	18,439	.1804	.1998
FORT COLLINS	**136.7**	**164.9**	**20.6**	**62.2**	**27.7**	**2,159,734**	**112.1**	**20,913**	**34,722**	**1,259,473**	**99.2**	**12,983**	**20,249**	**.0652**	**.0794**
Larimer	136.7	164.9	20.6	62.2	27.7	2,159,734	112.1	20,913	34,722	1,259,473	99.2	12,983	20,249	.0652	.0794
GREELEY	**115.2**	**125.6**	**9.0**	**45.3**	**15.9**	**1,391,599**	**88.5**	**18,886**	**30,720**	**630,892**	**77.2**	**9,104**	**13,927**	**.0454**	**.0491**
Weld	115.2	125.6	9.0	45.3	15.9	1,391,599	88.5	18,886	30,720	630,892	77.2	9,104	13,927	.0454	.0491
PUEBLO	**123.4**	**117.1**	**−5.1**	**43.9**	**.5**	**1,355,440**	**66.5**	**18,629**	**30,876**	**731,755**	**56.5**	**10,699**	**16,669**	**.0521**	**.0498**
Pueblo	123.4	117.1	−5.1	43.9	.5	1,355,440	66.5	18,629	30,876	731,755	56.5	10,699	16,669	.0521	.0498
TOTAL METRO COUNTIES	**2,258.1**	**2,493.0**	**10.4**	**933.3**	**16.3**	**30,875,087**	**76.8**	**21,755**	**33,082**	**17,017,812**	**72.9**	**12,265**	**18,251**	**1.0759**	**1.1265**
TOTAL STATE	**2,783.9**	**3,058.3**	**9.9**	**1,152.4**	**15.8**	**36,502,854**	**77.0**	**20,730**	**31,676**	**20,818,486**	**72.9**	**12,100**	**18,065**	**1.2953**	**1.3556**
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**816.6**	**815.6**	**−.1**	**305.6**	**6.9**	**13,492,920**	**56.9**	**30,060**	**44,152**	**5,009,277**	**52.5**	**11,488**	**16,392**	**.4504**	**.4193**
Fairfield	816.6	815.6	−.1	305.6	6.9	13,492,920	56.9	30,060	44,152	5,009,277	52.5	11,488	16,392	.4504	.4193
HARTFORD - NEW BRITAIN - BRISTOL	**1,053.1**	**1,043.3**	**−.9**	**388.6**	**5.9**	**12,148,674**	**45.2**	**22,795**	**31,263**	**5,667,138**	**46.2**	**10,561**	**14,583**	**.4844**	**.4278**
Hartford	811.9	792.7	−2.4	301.1	4.5	9,530,060	43.5	23,041	31,651	4,479,895	44.3	10,770	14,878	.3833	.3340
Middlesex	126.9	129.1	1.7	47.7	8.9	1,457,993	51.5	21,978	30,566	693,292	52.0	10,414	14,534	.0566	.0520
Tolland	114.3	121.5	6.3	39.8	13.7	1,160,621	52.2	21,791	29,161	493,951	56.4	9,025	12,411	.0445	.0418
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**759.5**	**749.0**	**−1.4**	**284.5**	**5.5**	**8,089,021**	**43.0**	**20,987**	**28,432**	**3,853,255**	**43.8**	**9,937**	**13,544**	**.3339**	**.2911**
New Haven	759.5	749.0	−1.4	284.5	5.5	8,089,021	43.0	20,987	28,432	3,853,255	43.8	9,937	13,544	.3339	.2911
NEW LONDON - NORWICH	**245.7**	**251.7**	**2.4**	**90.2**	**9.7**	**2,502,784**	**48.0**	**20,575**	**27,747**	**1,201,495**	**49.2**	**9,798**	**13,320**	**.1017**	**.0919**
New London	245.7	251.7	2.4	90.2	9.7	2,502,784	48.0	20,575	27,747	1,201,495	49.2	9,798	13,320	.1017	.0919
TOTAL METRO COUNTIES	**2,874.9**	**2,859.6**	**−.5**	**1,068.9**	**6.4**	**36,233,399**	**49.0**	**24,196**	**33,898**	**15,731,165**	**47.8**	**10,595**	**14,717**	**1.3704**	**1.2301**
TOTAL STATE	**3,128.2**	**3,128.9**	**.0**	**1,167.9**	**6.8**	**39,105,760**	**49.5**	**23,917**	**33,484**	**16,917,510**	**48.3**	**10,434**	**14,485**	**1.4759**	**1.3300**
DELAWARE															
WILMINGTON	**519.9**	**512.3**	**−1.5**	**187.8**	**5.6**	**6,487,122**	**56.1**	**23,355**	**34,543**	**3,084,043**	**52.6**	**11,363**	**16,422**	**.2436**	**.2254**
New Castle	399.0	389.6	−2.4	144.0	4.6	5,108,611	53.1	24,234	35,476	2,399,330	49.9	11,628	16,662	.1932	.1759
Cecil, Md.	*56.9*	*59.9*	*5.3*	*20.3*	*13.4*	*502,125*	*52.0*	*18,459*	*24,735*	*370,646*	*57.9*	*13,110*	*18,258*	*.0233*	*.0217*
Salem, N. J.	*64.0*	*62.8*	*−1.9*	*23.5*	*5.4*	*876,386*	*79.8*	*21,862*	*37,293*	*314,067*	*69.1*	*8,326*	*13,365*	*.0271*	*.0278*
TOTAL METRO COUNTIES	**399.0**	**389.6**	**−2.4**	**144.0**	**4.6**	**5,108,611**	**53.1**	**24,234**	**35,476**	**2,399,330**	**49.9**	**11,628**	**16,662**	**.1932**	**.1759**
TOTAL STATE	**587.3**	**590.7**	**.6**	**219.6**	**7.8**	**6,990,425**	**56.1**	**21,982**	**31,833**	**3,667,145**	**53.9**	**11,700**	**16,699**	**.2718**	**.2535**
DISTRICT OF COLUMBIA															
WASHINGTON	**3,054.6**	**3,073.0**	**.6**	**1,158.9**	**6.8**	**47,704,998**	**61.6**	**27,200**	**41,164**	**21,730,418**	**59.3**	**12,562**	**18,751**	**1.6486**	**1.5805**
District of Columbia	661.5	598.5	−9.5	272.8	−2.0	8,429,980	35.9	22,284	30,902	2,973,290	35.5	7,884	10,899	.3256	.2665
Charles, Md.	*69.9*	*82.1*	*17.5*	*26.2*	*27.2*	*1,130,285*	*124.8*	*24,413*	*43,141*	*481,311*	*104.7*	*11,414*	*18,371*	*.0297*	*.0376*
Montgomery, Md.	*591.6*	*606.5*	*2.5*	*222.4*	*10.2*	*9,311,714*	*52.1*	*30,333*	*41,869*	*4,590,146*	*56.1*	*14,574*	*20,639*	*.3419*	*.3162*
Prince Georges, Md.	*665.2*	*642.2*	*−3.5*	*231.0*	*3.9*	*8,653,322*	*56.0*	*24,951*	*37,460*	*4,646,106*	*52.7*	*13,690*	*20,113*	*.3342*	*.3084*
Alexandria, Va.	*105.7*	*103.4*	*−2.2*	*46.8*	*3.5*	*2,059,535*	*71.9*	*26,502*	*44,007*	*1,078,407*	*61.5*	*14,774*	*23,043*	*.0690*	*.0686*
Arlington, Va.	*151.2*	*138.4*	*−8.5*	*65.7*	*−4.5*	*3,069,321*	*58.1*	*28,216*	*46,717*	*1,114,981*	*49.5*	*10,842*	*16,971*	*.0987*	*.0908*
Fairfax, Va.	*559.7*	*615.6*	*10.0*	*207.0*	*16.9*	*10,972,016*	*84.5*	*33,578*	*53,005*	*4,357,931*	*78.6*	*13,777*	*21,053*	*.3167*	*.3427*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total House-holds (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
DC (cont.)															
Fairfax city, Va.	19.9	18.4	-7.5	6.4	.0	373,944	72.3	33,912	58,429	518,754	59.5	50,812	81,055	.0195	.0189
Falls Church, Va.	10.0	9.3	-7.0	4.4	2.3	184,743	56.3	27,481	41,987	244,225	53.7	36,960	55,506	.0099	.0090
Loudoun, Va.	56.1	64.7	15.3	22.2	23.3	942,712	107.8	25,203	42,465	356,442	94.1	10,204	16,056	.0253	.0302
Manassas, Va.	13.6	15.3	12.5	5.1	21.4	310,749	140.0	30,822	60,931	211,171	107.8	24,201	41,406	.0088	.0113
Manassas Park, Va.	9.4	9.4	.0	2.3	4.5	113,037	86.9	27,484	49,147	29,029	72.8	7,636	12,621	.0032	.0034
Prince William, Va.	140.8	169.2	20.2	46.6	28.4	2,153,640	97.7	30,016	46,215	1,128,625	93.7	16,054	24,219	.0661	.0769
TOTAL METRO COUNTIES	661.5	598.5	-9.5	272.8	-2.0	8,429,980	35.9	22,284	30,902	2,973,290	35.5	7,884	10,899	.3256	.2665
TOTAL STATE	661.5	598.5	-9.5	272.8	-2.0	8,429,980	35.9	22,284	30,902	2,973,290	35.5	7,884	10,899	.3256	.2665
FLORIDA															
BRADENTON	136.3	153.0	12.3	71.5	19.4	2,013,921	103.9	16,490	28,167	1,214,272	89.4	10,703	16,983	.0645	.0747
Manatee	136.3	153.0	12.3	71.5	19.4	2,013,921	103.9	16,490	28,167	1,214,272	89.4	10,703	16,983	.0645	.0747
DAYTONA BEACH	224.9	249.5	10.9	110.1	18.0	2,468,117	74.4	15,169	22,417	1,946,124	71.8	12,142	17,676	.1023	.1063
Volusia	224.9	249.6	10.9	110.1	18.0	2,468,117	74.4	15,169	22,417	1,946,124	71.8	12,142	17,676	.1023	.1063
FORT LAUDERDALE - HOLLYWOOD	927.6	1,029.9	11.0	446.4	18.4	13,572,264	72.1	20,914	30,404	9,209,308	72.7	14,142	20,630	.5076	.5247
Broward	927.6	1,029.9	11.0	446.4	18.4	13,572,264	72.1	20,914	30,404	9,209,308	72.7	14,142	20,630	.5076	.5247
FORT MYERS - CAPE CORAL	199.7	244.9	22.6	106.1	31.1	2,883,692	100.3	17,800	27,179	1,957,513	94.6	12,435	18,450	.0965	.1138
Lee	199.7	244.9	22.6	106.1	31.1	2,883,692	100.3	17,800	27,179	1,957,513	94.6	12,435	18,450	.0965	.1138
GAINESVILLE	137.6	153.4	11.5	56.0	19.9	1,495,596	77.4	18,056	26,707	1,095,922	74.7	13,436	19,570	.0596	.0629
Alachua	137.6	153.4	11.5	56.0	19.9	1,495,596	77.4	18,056	26,707	1,095,922	74.7	13,436	19,570	.0596	.0629
JACKSONVILLE	720.2	771.5	7.1	285.4	14.2	7,853,554	71.8	18,284	27,518	5,128,655	68.7	12,164	17,970	.3090	.3144
Baker	13.7	15.8	15.3	4.7	23.7	121,417	88.6	16,943	25,833	74,527	85.5	10,572	15,857	.0047	.0050
Clay	59.1	76.6	29.6	26.6	37.8	574,302	86.7	15,936	21,590	554,968	93.1	14,888	20,863	.0245	.0284
Duval	570.4	591.6	3.7	221.4	10.8	6,473,714	70.7	18,974	29,240	4,027,442	65.2	12,195	18,191	.2511	.2514
Nassau	32.8	37.4	14.0	12.8	20.8	278,068	73.3	15,135	21,724	156,901	74.9	8,465	12,258	.0108	.0114
St. Johns	44.2	50.1	13.3	19.9	21.3	406,053	65.3	14,974	20,405	314,817	69.3	11,339	15,820	.0179	.0182
LAKELAND - WINTER HAVEN	284.4	291.6	2.5	112.8	9.2	3,515,004	88.4	18,063	31,161	2,277,174	75.1	12,587	20,188	.1273	.1359
Polk	284.4	291.6	2.5	112.8	9.2	3,515,004	88.4	18,063	31,161	2,277,174	75.1	12,587	20,188	.1273	.1359
MELBOURNE - TITUSVILLE - COCOA	257.3	280.0	8.8	100.0	15.9	2,150,293	47.7	16,867	21,503	1,669,962	57.0	12,325	16,700	.1041	.0975
Brevard	257.3	280.0	8.8	100.0	15.9	2,150,293	47.7	16,867	21,503	1,669,962	57.0	12,325	16,700	.1041	.0975
MIAMI	1,494.9	1,625.5	8.7	657.3	15.6	22,201,145	82.1	21,454	33,776	12,676,384	76.8	12,615	19,286	.7541	.8046
Dade	1,494.9	1,625.5	8.7	657.3	15.6	22,201,145	82.1	21,454	33,776	12,676,384	76.8	12,615	19,286	.7541	.8046
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*2,422.5*	*2,655.4*	*9.6*	*1,103.7*	*16.7*	*35,773,409*	*78.1*	*21,239*	*32,412*	*21,885,692*	*75.0*	*13,224*	*19,829*	*1.2617*	*1.3293*
ORLANDO	627.0	693.3	10.6	275.2	18.9	8,576,576	88.3	19,687	31,165	5,489,375	80.7	13,128	19,947	.3000	.3285
Orange	429.5	459.5	7.0	182.6	15.3	6,352,983	90.4	21,069	34,792	3,798,460	79.2	13,382	20,802	.2136	.2331
Osceola	40.7	45.3	11.3	19.5	18.2	405,161	82.4	13,463	20,777	321,761	78.5	10,922	16,501	.0165	.0179
Seminole	156.8	188.5	20.2	73.1	29.4	1,818,432	82.6	17,627	24,876	1,369,154	85.5	13,061	18,730	.0699	.0775
PANAMA CITY	96.8	103.8	7.2	38.5	14.2	937,458	74.3	15,963	24,350	754,911	71.4	13,069	19,608	.0402	.0416
Bay	96.8	103.8	7.2	38.5	14.2	937,458	74.3	15,963	24,350	754,911	71.4	13,069	19,608	.0402	.0416
PENSACOLA	281.8	289.5	2.7	102.7	9.3	2,694,209	63.7	17,507	26,234	1,716,771	59.8	11,428	16,716	.1125	.1092
Escambia	229.7	231.7	.9	81.9	7.1	2,113,684	58.4	17,448	25,808	1,475,731	50.7	12,307	18,019	.0937	.0887
Santa Rosa	52.1	57.8	10.9	20.8	18.9	580,525	86.8	17,761	27,910	241,040	81.5	7,589	11,588	.0188	.0205
SARASOTA	179.9	209.3	16.3	99.2	22.9	2,468,473	86.0	16,449	24,884	1,969,516	83.5	13,298	19,854	.0936	.1033
Sarasota	179.9	209.3	16.3	99.2	22.9	2,468,473	86.0	16,449	24,884	1,969,516	83.5	13,298	19,854	.0936	.1033
TALLAHASSEE	146.7	161.5	10.1	59.1	17.0	2,093,520	102.8	20,440	35,423	1,214,060	87.8	12,801	20,542	.0669	.0768
Leon	137.4	150.1	9.2	55.0	16.3	2,022,243	103.4	21,017	36,768	1,191,155	87.8	15,406	21,657	.0645	.0741
Wakulla	9.3	11.4	22.6	4.1	28.1	71,277	87.1	11,907	17,385	22,905	85.2	3,864	5,587	.0024	.0027
TAMPA - ST. PETERSBURG	1,474.6	1,609.4	9.1	705.7	13.6	18,968,864	78.6	17,101	26,880	11,271,774	72.8	10,499	15,972	.6817	.7153
Hillsborough	607.2	646.3	6.4	250.0	13.0	8,023,858	90.1	19,076	32,095	5,220,792	79.8	13,122	20,883	.2834	.3088
Pasco	161.0	196.9	22.3	91.7	29.2	1,579,874	92.6	11,555	17,229	931,044	91.2	6,859	10,153	.0564	.0649
Pinellas	706.4	766.2	8.5	364.0	10.7	9,365,132	67.8	16,969	25,728	5,119,938	63.5	9,520	14,066	.3419	.3416
WEST PALM BEACH - BOCA RATON	517.5	588.7	13.8	241.1	20.0	8,761,176	89.5	23,017	36,338	4,897,482	83.7	13,271	20,313	.2797	.3109
Palm Beach	517.5	588.7	13.8	241.1	20.0	8,761,176	89.5	23,017	36,338	4,897,482	83.7	13,271	20,313	.2797	.3109
TOTAL METRO COUNTIES	7,707.2	8,454.8	9.7	3,467.1	16.4	102,653,862	80.1	19,140	29,608	64,489,203	75.4	12,348	18,600	3.6996	3.9204
TOTAL STATE	8,956.8	9,829.9	9.7	3,999.7	16.5	115,267,113	80.4	18,613	28,819	73,384,524	75.7	12,170	18,348	4.1940	4.4513
GEORGIA															
ALBANY	107.6	116.8	8.6	38.6	15.6	1,365,752	98.0	20,654	35,382	775,374	83.7	12,634	20,080	.0453	.0509
Dougherty	97.4	104.1	6.9	34.2	13.6	1,308,493	100.2	21,710	38,260	766,950	83.8	13,863	22,425	.0431	.0486
Lee	10.2	12.7	24.5	4.4	33.3	57,259	57.4	11,022	13,013	8,124	73.4	1,420	1,846	.0022	.0023
△ **ATHENS**	108.5	112.5	3.7	41.2	11.1	1,005,989	65.5	16,383	24,417	643,168	61.0	10,770	15,611	.0421	.0411
Clarke	72.8	72.4	-.5	26.5	6.9	736,568	62.4	18,290	27,795	591,933	60.0	14,921	22,337	.0331	.0317
Madison	16.1	17.3	7.5	6.2	12.7	116,038	63.0	12,940	18,716	18,432	58.8	2,110	2,973	.0040	.0040
Oconee	11.3	14.0	23.9	5.4	31.7	86,206	78.9	11,754	15,964	14,395	84.5	1,903	2,666	.0028	.0031
Oglethorpe	8.3	8.8	6.0	3.1	14.8	67,177	92.7	12,913	21,670	18,408	82.2	3,743	5,938	.0022	.0023
ATLANTA	1,906.7	2,066.0	8.4	765.0	16.1	25,567,172	73.1	22,428	33,421	14,189,232	69.4	12,715	18,548	.9119	.9349
Butts	12.5	13.1	4.8	4.6	12.2	85,880	48.6	14,091	18,670	44,014	51.1	7,103	9,568	.0039	.0035
Cherokee	42.1	45.0	6.9	16.5	14.6	417,960	77.3	16,370	25,331	177,043	73.4	7,091	10,730	.0145	.0153
Clayton	143.6	160.2	11.6	55.4	20.2	1,760,352	71.4	22,283	31,775	1,208,722	73.4	15,124	21,818	.0684	.0707
Cobb	271.3	312.4	15.1	113.1	24.1	3,021,019	61.4	20,552	26,711	2,465,796	70.0	15,922	21,802	.1314	.1325

A

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Sources: Sales and Marketing Management Survey of Buying Power, 1979, and Market Opinion Research, 1977-78. Member, Million Market Newspapers.

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	EFFECTIVE BUYING INCOME 1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	1984	RETAIL SALES 1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	1984	BUYING POWER INDEX 1979	1984
GA (cont.)															
De Kalb	466.1	485.9	4.2	178.0	12.2	6,981,479	69.6	25,954	39,222	3,759,131	67.5	14,154	21,119	.2452	.246
Douglas	51.5	62.3	21.0	22.2	30.6	566,209	86.2	17,885	25,505	275,058	88.4	8,588	12,390	.0191	.021
Fayette	23.7	35.5	49.8	10.7	52.9	264,187	110.7	17,915	24,690	93,567	116.3	6,180	8,745	.0075	.009
Forsyth	22.6	24.6	8.8	9.1	16.7	186,615	70.1	14,067	20,507	97,320	70.3	7,325	10,695	.0073	.007
Fulton	578.0	567.6	−1.8	226.6	5.7	8,827,019	71.8	23,981	38,954	4,409,709	60.3	12,833	19,460	.3039	.300
Gwinnett	144.9	191.5	32.2	69.7	42.5	1,989,169	105.5	19,798	28,539	966,837	106.9	9,556	13,871	.0588	.072
Henry	31.4	36.1	15.0	12.5	23.8	375,767	95.9	18,990	30,061	136,030	88.4	7,150	10,882	.0112	.012
Newton	32.8	34.8	6.1	12.3	13.9	302,429	76.5	15,866	24,588	164,071	72.5	8,808	13,339	.0113	.011
Paulding	23.8	25.7	8.0	9.6	17.1	186,578	56.8	14,508	19,435	65,657	62.7	4,922	6,839	.0072	.006
Rockdale	32.1	39.7	23.7	13.6	32.0	363,701	98.9	17,753	26,743	217,816	96.6	10,754	16,016	.0124	.014
Walton	30.3	31.6	4.3	11.1	11.0	238,808	56.5	15,260	21,514	108,461	56.8	6,917	9,771	.0098	.009
AUGUSTA	**292.9**	**300.4**	**2.6**	**102.0**	**10.2**	**3,074,147**	**71.0**	**19,414**	**30,139**	**1,828,699**	**60.3**	**12,321**	**17,928**	**.1203**	**.119**
Columbia	34.0	40.7	19.7	14.0	28.4	345,800	86.1	17,049	24,700	149,302	87.0	7,325	10,664	.0115	.012
Richmond	158.2	150.4	−4.9	48.2	1.0	1,359,371	48.6	19,174	28,203	1,120,693	48.4	15,831	23,251	.0680	.060
Aiken, S. C.	*100.7*	*109.3*	*8.5*	*39.8*	*17.1*	*1,368,976*	*96.3*	*20,509*	*34,396*	*558,704*	*82.6*	*8,998*	*14,038*	*.0408*	*.045*
COLUMBUS	**227.1**	**222.3**	**−2.1**	**76.4**	**4.[illegible]**	**2,041,211**	**58.7**	**17,597**	**26,717**	**1,287,971**	**55.9**	**11,304**	**16,858**	**.0882**	**.082**
Chattahoochee	16.8	15.8	−6.0	1.5	−6.3	95,560	21.4	49,179	63,707	6,881	28.1	3,356	4,587	.0041	003
Columbus	163.7	159.3	−2.7	58.4	3.5	1,521,243	54.0	17,511	26,049	1,091,314	52.6	12,678	18,687	.0696	.063
Russell, Ala.	*46.6*	*47.2*	*1.3*	*16.5*	*9.3*	*424,408*	*92.9*	*14,569*	*25,722*	*189,776*	*79.2*	*7,014*	*11,502*	*.0145*	*.015*
MACON	**248.4**	**263.1**	**5.9**	**90.9**	**13.1**	**2,428,501**	**69.[illegible]**	**17,871**	**26,716**	**1,599,108**	**65.5**	**12,018**	**17,592**	**.0995**	**.099**
Bibb	145.6	149.3	2.5	52.8	9.3	1,342,424	62.4	17,117	25,425	1,101,819	61.5	14,127	20,868	.0617	.059
Houston	78.3	85.6	9.3	28.1	16.1	885,010	78.0	20,540	31,495	453,862	74.8	10,732	16,152	.0313	.032
Jones	16.7	20.1	20.4	7.2	30.9	135,085	67.4	14,672	18,762	27,642	74.3	2,884	3,839	.0045	.004
Twiggs	7.8	8.1	3.8	2.8	16.7	65,982	104.0	13,480	23,565	15,785	90.1	3,459	5,638	.0020	.002
SAVANNAH	**219.9**	**230.1**	**4.6**	**80.0**	**11.0**	**2,174,567**	**66.7**	**18,091**	**27,182**	**1,442,878**	**62.5**	**12,316**	**18,036**	**.0903**	**.089**
Bryan	8.2	8.5	3.7	3.0	11.1	67,753	81.6	13,819	22,584	32,853	73.7	7,004	10,951	.0025	.002
Chatham	193.5	197.4	2.0	69.2	8.3	1,910,918	62.6	18,390	27,614	1,353,570	60.8	13,175	19,560	.0823	.079
Effingham	18.2	24.2	33.0	7.8	41.8	195,896	113.2	16,705	25,115	56,455	107.6	4,944	7,238	.0055	.006
TOTAL METRO COUNTIES	**3,067.1**	**3,262.1**	**6.4**	**1,177.3**	**13.9**	**36,880,733**	**70.9**	**20,879**	**31,327**	**21,465,961**	**66.8**	**12,454**	**18,233**	**1.3789**	**1.393**
TOTAL STATE	**5,166.2**	**5,477.6**	**6.0**	**1,972.7**	**13.7**	**55,161,856**	**72.5**	**18,429**	**27,963**	**32,652,444**	**67.8**	**11,217**	**16,552**	**2.1121**	**2.146**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total Households (Thous.)	% Change 1979-1984	EFFECTIVE BUYING INCOME 1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	1984	RETAIL SALES 1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	1984	BUYING POWER INDEX 1979	1984
HAWAII															
HONOLULU	**740.1**	**772.6**	**4.4**	**239.6**	**11.6**	**10,070,863**	**67.5**	**28,020**	**42,032**	**4,965,976**	**63.7**	**14,138**	**20,726**	**.3551**	**.3520**
Honolulu	740.1	772.6	4.4	239.6	11.6	10,070,863	67.5	28,020	42,032	4,965,976	63.7	14,138	20,726	.3551	.3520
TOTAL METRO COUNTIES	**740.1**	**772.6**	**4.4**	**239.6**	**11.6**	**10,070,863**	**67.5**	**28,020**	**42,032**	**4,965,976**	**63.7**	**14,138**	**20,726**	**.3551**	**.3520**
TOTAL STATE	**917.9**	**969.0**	**5.6**	**304.4**	**12.9**	**12,293,590**	**69.8**	**26,859**	**40,386**	**6,360,207**	**66.0**	**14,212**	**20,894**	**.4360**	**.4381**
IDAHO															
BOISE	**160.1**	**198.9**	**24.2**	**73.4**	**31.5**	**1,948,106**	**81.1**	**19,275**	**26,541**	**1,607,258**	**86.0**	**15,484**	**21,897**	**.0769**	**.0854**
Ada	160.1	198.9	24.2	73.4	31.5	1,948,106	81.1	19,275	26,541	1,607,258	86.0	15,484	21,897	.0769	.0854
△ **POCATELLO**	**70.9**	**81.6**	**15.1**	**27.9**	**21.8**	**783,822**	**82.9**	**18,717**	**28,094**	**565,737**	**79.3**	**13,780**	**20,277**	**.0304**	**.0329**
Bannock	64.1	74.2	15.8	25.5	22.6	711,954	83.3	18,673	27,920	546,026	79.7	14,610	21,413	.0281	.0306
Power	6.8	7.4	8.8	2.4	14.3	71,868	78.7	19,153	29,945	19,711	68.7	5,565	8,213	.0023	.0023
TOTAL METRO COUNTIES	**231.0**	**280.5**	**21.4**	**101.3**	**28.7**	**2,731,928**	**81.6**	**19,113**	**26,969**	**2,172,995**	**84.2**	**14,988**	**21,451**	**.1073**	**.1183**
TOTAL STATE	**914.7**	**1,044.3**	**14.2**	**375.0**	**21.0**	**10,881,615**	**86.9**	**18,777**	**29,018**	**6,624,589**	**80.1**	**11,864**	**17,666**	**.3867**	**.4239**
ILLINOIS															
BLOOMINGTON - NORMAL	**121.2**	**130.1**	**7.3**	**46.2**	**13.5**	**1,655,063**	**72.5**	**23,572**	**35,824**	**940,840**	**69.9**	**13,603**	**20,365**	**.0593**	**.0606**
McLean	121.2	130.1	7.3	46.2	13.5	1,655,063	72.5	23,572	35,824	940,840	69.9	13,603	20,365	.0593	.0606
CHAMPAIGN - URBANA - RANTOUL	**167.3**	**171.5**	**2.5**	**61.9**	**10.3**	**1,934,600**	**54.1**	**22,385**	**31,254**	**1,180,553**	**57.3**	**13,381**	**19,072**	**.0792**	**.0741**
Champaign	167.3	171.5	2.5	61.9	10.3	1,934,600	54.1	22,385	31,254	1,180,553	57.3	13,381	19,072	.0792	.0741
CHICAGO	**6,998.4**	**7,083.2**	**1.2**	**2,639.1**	**8.0**	**93,839,695**	**52.7**	**25,155**	**35,557**	**47,162,491**	**55.6**	**12,409**	**17,871**	**3.5542**	**3.2884**
Cook	5,200.6	5,023.0	-3.4	1,976.8	4.2	67,055,837	46.5	24,128	33,921	32,278,977	48.3	11,473	16,329	2.6185	2.3177
Du Page	610.7	715.5	17.2	225.8	24.1	10,853,135	81.0	32,970	48,065	6,551,420	81.4	19,857	29,014	.3624	.3937
Kane	281.9	310.1	10.0	104.9	16.4	3,873,192	68.5	25,518	36,923	2,387,660	69.4	15,646	22,761	.1443	.1462
Lake	432.7	481.0	11.2	148.0	17.7	6,216,376	61.4	30,650	42,003	3,216,386	66.1	15,409	21,732	.2236	.2206
McHenry	142.0	170.1	19.8	58.0	26.4	1,943,868	73.8	24,364	33,515	1,115,033	78.6	13,602	19,225	.0685	.0730
Will	330.5	383.5	16.0	125.6	22.8	3,897.267	61.5	23,389	31,029	1,613,015	66.8	9,451	12,842	.1369	.1372
CHICAGO - GARY CONSOLIDATED AREA	***7,646.7***	***7,744.3***	***1.3***	***2,868.1***	***8.1***	***102,747,945***	***54.3***	***25,098***	***35,821***	***51,387,786***	***56.2***	***12,405***	***17,917***	***3.8591***	***3.5946***
△ **DANVILLE**	**98.3**	**99.4**	**1.1**	**39.0**	**7.4**	**1,559,616**	**83.5**	**23,412**	**39,990**	**618,273**	**71.5**	**9,934**	**15,853**	**.0472**	**.0496**
Vermilion	98.3	99.4	1.1	39.0	7.4	1,559,616	83.5	23,412	39,990	618,273	71.5	9,934	15,853	.0472	.0496
DAVENPORT - ROCK ISLAND - MOLINE	**378.1**	**388.4**	**2.7**	**146.5**	**9.1**	**5,352,304**	**65.0**	**24,149**	**36,524**	**2,788,851**	**61.0**	**12,902**	**19,037**	**.1930**	**.1885**
Henry	57.7	61.7	6.9	24.0	13.7	875,500	82.3	22,761	36,479	368,131	73.7	10,046	15,339	.0273	.0290
Rock Island	163.9	160.3	-2.2	61.9	3.7	2,434,770	63.3	24,975	39,334	1,210,063	57.4	12,876	19,549	.0868	.0830
Scott, Iowa	*156.5*	*166.4*	*6.3*	*60.6*	*13.3*	*2,042,034*	*60.5*	*23,776*	*33,697*	*1,210,657*	*61.0*	*14,056*	*19,978*	*.0789*	*.0765*
DECATUR	**129.8**	**134.6**	**3.7**	**54.0**	**10.7**	**1,788,875**	**65.1**	**22,209**	**33,127**	**994,679**	**62.7**	**12,528**	**18,420**	**.0659**	**.0646**
Macon	129.8	134.6	3.7	54.0	10.7	1,788,875	65.1	22,209	33,127	994,679	62.7	12,528	18,420	.0659	.0646
KANKAKEE	**98.1**	**100.4**	**2.3**	**34.2**	**8.6**	**1,106,319**	**58.9**	**22,106**	**32,349**	**644,731**	**57.2**	**13,024**	**18,852**	**.0441**	**.0420**
Kankakee	98.1	100.4	2.3	34.2	8.6	1,106,319	58.9	22,106	32,349	644,731	57.2	13,024	18,852	.0441	.0420
PEORIA	**367.6**	**386.6**	**5.2**	**146.2**	**11.7**	**5,152,524**	**67.3**	**23,524**	**35,243**	**2,868,591**	**64.2**	**13,349**	**19,621**	**.1875**	**.1861**
Peoria	204.0	209.4	2.6	80.9	8.9	2,669,880	56.8	22,917	33,002	1,660,674	57.5	14,193	20,527	.1068	.1008
Tazewell	131.0	139.3	6.3	51.3	13.0	1,851,955	70.3	23,957	36,100	957,046	68.3	12,524	18,656	.0646	.0654
Woodford	32.6	37.9	16.3	14.0	25.0	630,689	118.3	25,794	45,049	250,871	102.0	11,091	17,919	.0161	.0199
△ **QUINCY**	**69.9**	**68.9**	**-1.4**	**26.8**	**5.1**	**861,713**	**67.6**	**20,161**	**32,153**	**434,836**	**60.0**	**10,656**	**16,225**	**.0314**	**.0307**
Adams	69.9	68.9	-1.4	26.8	5.1	861,713	67.6	20,161	32,153	434,836	60.0	10,656	16,225	.0314	.0307
ROCKFORD	**271.3**	**274.1**	**1.0**	**107.0**	**9.1**	**3,611,209**	**58.7**	**23,200**	**33,750**	**1,772,447**	**56.8**	**11,522**	**16,565**	**.1330**	**.1257**
Boone	27.6	28.6	3.6	11.1	12.2	470,301	94.1	24,724	42,755	160,010	81.5	8,995	14,546	.0129	.0143
Winnebago	243.7	245.5	.7	96.0	8.7	3,140,908	54.4	23,031	32,718	1,612,437	54.7	11,802	16,796	.1201	.1114

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PERCENT COVERAGE IN CHICAGO ADI

Total Adults	Sunday Tribune	Daily Tribune	Sunday Sun-Times	Daily Sun-Times
$35,000 + Household Income	82%	62%	52%	52%
$35,000 + Individual Income	92	69	42	44
$25,000 + Household Income	76	55	46	49
$25,000 + Individual Income	81	62	40	41
College Graduates or More	85	62	48	49

Add to those very impressive figures our total daily circulation of 789,767 (a 20.1% lead over the Sun-Times), our total Sunday circulation of 1,146,474 (a 63.7% lead) and our first six months total ad linage of 58,867,483 (a 115.3% lead), and you've really got just one choice.

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Sources: Three Sigma, 1980; 5 issue Daily cume, 4 issue Sunday cume; Audit Bureau of Circulation six month report ending 3/31/80; Chicago Tribune Media Services

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
IL (cont.)															
SPRINGFIELD	**186.8**	**192.2**	**2.9**	**79.4**	**9.8**	**2,253,402**	**55.6**	**20,036**	**28,380**	**1,461,618**	**57.0**	**12,876**	**18,408**	**.0931**	**.0875**
Menard	11.4	12.9	13.2	5.3	20.5	164,301	104.3	18,282	31,000	61,411	92.6	7,246	11,587	.0046	.0053
Sangamon	175.4	179.3	2.2	74.1	9.1	2,089,101	52.7	20,149	28,193	1,400,207	55.7	13,241	18,896	.0885	.0822
TOTAL METRO COUNTIES	**9,313.3**	**9,455.9**	**1.5**	**3,533.1**	**8.3**	**123,029,352**	**54.8**	**24,367**	**34,822**	**63,003,619**	**56.6**	**12,333**	**17,832**	**4.6549**	**4.3493**
TOTAL STATE	**11,259.3**	**11,450.8**	**1.7**	**4,317.6**	**8.6**	**147,206,842**	**57.9**	**23,436**	**34,095**	**75,089,463**	**58.4**	**11,921**	**17,391**	**5.4984**	**5.2105**
INDIANA															
ANDERSON	**137.2**	**135.7**	**−1.1**	**51.0**	**5.4**	**1,913,167**	**71.0**	**23,116**	**37,513**	**896,757**	**62.1**	**11,431**	**17,583**	**.0655**	**.0649**
Madison	137.2	135.7	−1.1	51.0	5.4	1,913,167	71.0	23,116	37,513	896,757	62.1	11,431	17,583	.0655	.0649
BLOOMINGTON	**94.5**	**98.0**	**3.7**	**35.0**	**10.4**	**984,912**	**61.8**	**19,206**	**28,140**	**550,861**	**59.3**	**10,909**	**15,739**	**.0390**	**.0376**
Monroe	94.5	98.0	3.7	35.0	10.4	984,912	61.8	19,206	28,140	550,861	59.3	10,909	15,739	.0390	.0376
ELKHART	**136.2**	**144.4**	**6.0**	**52.6**	**13.1**	**1,615,012**	**55.7**	**22,310**	**30,704**	**1,008,618**	**58.0**	**13,732**	**19,175**	**.0658**	**.0624**
Elkhart	136.2	144.4	6.0	52.6	13.1	1,615,012	55.7	22,310	30,704	1,008,618	58.0	13,732	19,175	.0658	.0624
EVANSVILLE	**294.3**	**310.7**	**5.6**	**116.4**	**12.2**	**3,484,992**	**78.6**	**18,812**	**29,940**	**2,085,121**	**65.8**	**12,130**	**17,913**	**.1291**	**.1330**
Gibson	31.8	33.7	6.0	13.0	12.1	377,055	79.3	18,129	29,004	183,164	72.3	9,165	14,090	.0129	.0135
Posey	23.7	26.4	11.4	9.5	18.8	287,574	94.4	18,493	30,271	110,662	82.8	7,569	11,649	.0087	.0098
Vanderburgh	160.2	158.2	−1.2	60.3	5.4	1,573,923	51.2	18,193	26,102	1,241,568	50.9	14,386	20,590	.0743	.0677
Warrick	39.0	48.2	23.6	17.4	31.8	605,280	120.4	20,808	34,786	203,578	106.3	7,476	11,700	.0153	.0194
Henderson, Ky.	*39.6*	*44.2*	*11.6*	*16.2*	*18.2*	*641,160*	*131.3*	*20,236*	*39,578*	*346,149*	*104.3*	*12,367*	*21,367*	*.0179*	*.0226*
FORT WAYNE	**374.6**	**383.2**	**2.3**	**138.1**	**9.0**	**4,731,010**	**63.7**	**22,812**	**34,258**	**2,582,303**	**60.3**	**12,715**	**18,699**	**.1776**	**.1722**
Adams	27.1	27.9	3.0	9.6	9.1	310,851	68.5	20,963	32,380	169,232	63.0	11,801	17,628	.0116	.0115
Allen	292.1	300.6	2.9	109.1	10.0	3,789,210	63.5	23,358	34,732	2,131,689	60.6	13,384	19,539	.1429	.1387
De Kalb	31.3	30.5	−2.6	10.5	1.9	327,501	58.5	20,060	31,191	167,068	54.7	10,486	15,911	.0129	.0119
Wells	24.1	24.2	.4	8.9	6.0	303,448	66.6	21,679	34,095	114,314	60.0	8,508	12,844	.0102	.0101
GARY - HAMMOND - EAST CHICAGO	**648.3**	**661.1**	**2.0**	**229.0**	**9.0**	**8,908,250**	**73.6**	**24,427**	**38,901**	**4,225,295**	**62.8**	**12,356**	**18,451**	**.3049**	**.3062**
Lake	536.2	522.2	−2.6	182.0	4.2	6,707,300	62.1	23,683	36,853	3,524,458	56.4	12,901	19,365	.2524	.2396
Porter	112.1	138.9	23.9	47.0	32.8	2,200,950	121.3	28,100	46,829	700,837	104.8	9,665	14,911	.0525	.0666
INDIANAPOLIS	**1,168.1**	**1,203.6**	**3.0**	**444.4**	**9.9**	**14,671,726**	**60.9**	**22,552**	**33,015**	**8,097,739**	**56.4**	**12,810**	**18,222**	**.5622**	**.5371**
Boone	35.0	39.2	12.0	15.2	20.6	481,919	84.1	20,778	31,705	237,994	78.9	10,557	15,658	.0157	.0171
Hamilton	83.6	104.6	25.1	37.1	33.5	1,112,096	79.8	22,243	29,976	394,683	82.6	7,773	10,638	.0339	.0373
Hancock	43.4	47.9	10.4	17.3	17.7	564,437	73.8	22,097	32,626	170,011	68.0	6,886	9,827	.0174	.0180
Hendricks	67.1	76.0	13.3	27.2	21.4	1,010,384	90.2	23,717	37,146	334,894	80.6	8,277	12,312	.0288	.0319
Johnson	77.2	89.9	16.5	30.6	24.9	915,868	75.1	21,348	29,930	472,588	73.5	11,119	15,444	.0324	.0340
Marion	770.8	749.9	−2.7	282.7	4.0	9,618,991	53.4	23,067	34,025	6,040,296	51.2	14,693	21,366	.3984	.3637
Morgan	51.1	55.7	9.0	19.1	16.5	586,104	73.4	20,609	30,686	225,505	68.9	8,140	11,807	.0195	.0201
Shelby	39.9	40.4	1.3	15.2	8.6	381,927	53.7	17,752	25,127	221,768	56.0	10,157	14,590	.0161	.0150
KOKOMO	**104.8**	**105.9**	**1.0**	**39.4**	**7.7**	**1,767,226**	**93.4**	**24,960**	**44,853**	**806,139**	**76.8**	**12,459**	**20,460**	**.0531**	**.0577**
Howard	89.4	91.6	2.5	34.0	9.3	1,572,322	97.4	25,610	46,245	739,126	79.1	13,273	21,739	.0467	.0517
Tipton	15.4	14.3	−7.1	5.4	−1.8	194,904	66.5	21,283	36,093	67,013	55.1	7,855	12,410	.0064	.0060
LAFAYETTE - WEST LAFAYETTE	**115.8**	**119.2**	**2.9**	**41.1**	**9.6**	**1,241,657**	**57.9**	**20,967**	**30,211**	**763,681**	**56.9**	**12,978**	**18,581**	**.0512**	**.0487**
Tippecanoe	115.8	119.2	2.9	41.1	9.6	1,241,657	57.9	20,967	30,211	763,681	56.9	12,978	18,581	.0512	.0487
△ **MARION**	**83.9**	**82.6**	**−1.5**	**29.6**	**5.0**	**1,025,670**	**66.6**	**21,830**	**34,651**	**464,102**	**59.3**	**10,329**	**15,679**	**.0364**	**.0353**
Grant	83.9	82.6	−1.5	29.6	5.0	1,025,670	66.6	21,830	34,651	464,102	59.3	10,329	15,679	.0364	.0353

The *Central Illinois Unit* Market
IS SECOND ONLY IN SIZE TO CHICAGO
IN THE ENTIRE STATE OF ILLINOIS

138,387 DAILY CIRCULATION

- POPULATION 26% GREATER THAN PEORIA
- E.B.I. 22% GREATER THAN PEORIA
- FOOD SALES 28% GREATER THAN PEORIA
- EATING & DRINKING 35% GREATER THAN PEORIA

Sources: Sales & Marketing Management — 1979 Survey of Buying Power; and includes only counties with at least 20% coverage, 9-30-79 ABC Audit Report.

Central Illinois Unit
- Springfield State Journal-Register
- Decatur Herald and Review

DECATUR
SPRINGFIELD
1 ORDER BILL
10% SAVINGS
REPRESENTED BY
BRANHAM
NEWSPAPER
SALES

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979-1984	12/31/84 Total Households (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
IN (cont.)															
△ MICHIGAN CITY - LA PORTE	**106.0**	**106.4**	**.4**	**37.4**	**6.9**	**1,177,292**	**55.6**	**21,613**	**31,478**	**685,831**	**54.3**	**12,703**	**18,338**	**.0478**	**.0446**
La Porte	106.0	106.4	.4	37.4	6.9	1,177,292	55.6	21,613	31,478	685,831	54.3	12,703	18,338	.0478	.0446
MUNCIE	**126.0**	**122.2**	**-3.0**	**43.6**	**3.3**	**1,491,130**	**62.0**	**21,818**	**34,200**	**806,829**	**55.7**	**12,281**	**18,505**	**.0573**	**.0544**
Delaware	126.0	122.2	-3.0	43.6	3.3	1,491,130	62.0	21,818	34,200	806,829	55.7	12,281	18,505	.0573	.0544
SOUTH BEND	**278.9**	**286.5**	**2.7**	**102.5**	**9.0**	**2,996,537**	**54.4**	**20,646**	**29,235**	**1,728,677**	**54.5**	**11,901**	**16,865**	**.1230**	**.1148**
Marshall	38.7	42.0	8.5	15.5	15.7	509,817	82.9	20,798	32,891	281,265	75.8	11,943	18,146	.0175	.0187
St. Joseph	240.2	244.5	1.8	87.0	7.9	2,486,720	49.6	20,621	28,583	1,447,412	51.0	11,894	16,637	.1055	.0961
TERRE HAUTE	**172.0**	**172.5**	**.3**	**67.3**	**7.2**	**1,844,355**	**62.6**	**18,064**	**27,405**	**1,322,888**	**58.7**	**13,270**	**19,657**	**.0788**	**.0756**
Clay	24.6	25.3	2.8	10.5	10.5	336,381	84.5	19,189	32,036	160,669	73.0	9,779	15,302	.0109	.0116
Sullivan	19.6	19.0	-3.1	7.9	2.6	251,240	71.1	19,072	31,803	84,604	60.4	6,849	10,709	.0081	.0079
Vermillion	16.8	16.6	-1.2	6.9	6.2	156,008	50.5	15,944	22,610	72,096	50.9	7,349	10,449	.0064	.0058
Vigo	111.0	111.6	.5	42.0	7.4	1,100,726	56.9	17,944	26,208	1,005,519	57.1	16,368	23,941	.0534	.0503
TOTAL METRO COUNTIES	**3,981.9**	**4,086.0**	**2.6**	**1,484.4**	**9.4**	**48,977,534**	**64.5**	**21,950**	**32,995**	**26,729,067**	**58.9**	**12,399**	**18,007**	**1.8473**	**1.7926**
TOTAL STATE	**5,386.4**	**5,520.8**	**2.5**	**2,013.6**	**9.2**	**63,850,219**	**64.7**	**21,031**	**31,709**	**34,133,239**	**59.1**	**11,642**	**16,951**	**2.4088**	**2.3397**
IOWA															
CEDAR RAPIDS	**170.2**	**173.9**	**2.2**	**63.9**	**8.7**	**2,042,044**	**54.8**	**22,429**	**31,957**	**1,167,348**	**54.9**	**12,815**	**18,268**	**.0817**	**.0761**
Linn	170.2	173.9	2.2	63.9	8.7	2,042,044	54.8	22,429	31,957	1,167,348	54.9	12,815	18,268	.0817	.0761
DAVENPORT - ROCK ISLAND - MOLINE	**378.1**	**388.4**	**2.7**	**146.5**	**9.1**	**5,352,304**	**65.0**	**24,149**	**36,534**	**2,788,851**	**61.0**	**12,902**	**19,037**	**.1930**	**.1885**
Scott	156.5	166.4	6.3	60.6	13.3	2,042,034	60.5	23,776	33,697	1,210,657	61.0	14,056	19,978	.0789	.0765
Henry, Ill.	*57.7*	*61.7*	*6.9*	*24.0*	*13.7*	*875,500*	*82.3*	*22,761*	*36,479*	*368,131*	*73.7*	*10,046*	*15,339*	*.0273*	*.0290*
Rock Island, Ill.	*163.9*	*160.3*	*-2.2*	*61.9*	*3.7*	*2,434,770*	*63.3*	*24,975*	*39,334*	*1,210,063*	*57.4*	*12,876*	*19,549*	*.0868*	*.0830*
DES MOINES	**337.6**	**352.3**	**4.4**	**133.3**	**10.7**	**4,523,894**	**63.3**	**23,014**	**33,938**	**2,844,401**	**61.3**	**14,648**	**21,338**	**.1755**	**.1711**
Polk	303.2	312.6	3.1	119.6	9.4	4,131,379	62.6	23,253	34,543	2,688,144	60.6	15,310	22,476	.1623	.1572
Warren	34.4	39.7	15.4	13.7	23.4	392,515	71.2	20,659	28,651	156,257	73.3	8,124	11,406	.0132	.0139
DUBUQUE	**96.1**	**98.6**	**2.6**	**31.1**	**9.1**	**1,183,397**	**73.0**	**24,002**	**38,051**	**717,743**	**65.5**	**15,214**	**23,079**	**.0445**	**.0448**
Dubuque	96.1	98.6	2.6	31.1	9.1	1,183,397	73.0	24,002	38,051	717,743	65.5	15,214	23,079	.0445	.0448
IOWA CITY	**81.1**	**86.3**	**6.4**	**31.7**	**13.2**	**808,456**	**50.9**	**19,130**	**25,503**	**552,560**	**57.2**	**12,552**	**17,431**	**.0358**	**.0335**
Johnson	81.1	86.3	6.4	31.7	13.2	808,456	50.9	19,130	25,503	552,560	57.2	12,552	17,431	.0358	.0335
SIOUX CITY	**120.7**	**118.6**	**-1.7**	**43.9**	**4.3**	**1,421,740**	**57.1**	**21,502**	**32,386**	**772,280**	**53.0**	**11,988**	**17,592**	**.0561**	**.0520**

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
IA (cont.)															
Woodbury	103.6	99.6	-3.9	37.3	2.2	1,228,365	55.4	21,650	32,932	666,936	50.9	12,111	17,880	.0487	.0447
Dakota, Neb.	*17.1*	*19.0*	*11.1*	*6.6*	*17.9*	*193,375*	*68.1*	*20,537*	*29,299*	*105,344*	*68.1*	*11,188*	*15,961*	*.0074*	*.0073*
WATERLOO - CEDAR FALLS	139.1	148.3	6.6	52.0	13.3	1,904,814	78.5	23,247	36,631	1,143,078	71.2	14,544	21,982	.0680	.0710
Black Hawk	139.1	148.3	6.6	52.0	13.3	1,904,814	78.5	23,247	36,631	1,143,078	71.2	14,544	21,982	.0680	.0710
TOTAL METRO COUNTIES	1,170.7	1,209.4	3.3	439.9	9.8	14,718,630	62.7	22,577	33,459	8,807,434	60.6	13,686	20,021	.5707	.5534
TOTAL STATE	2,923.8	2,980.5	1.9	1,119.1	8.5	36,839,843	67.8	21,279	32,919	19,394,168	62.0	11,603	17,330	1.3467	1.3261
KANSAS															
LAWRENCE	67.9	75.1	10.6	27.1	18.3	705,893	62.6	18,962	26,048	419,785	67.1	10,968	15,490	.0279	.0280
Douglas	67.9	75.1	10.6	27.1	18.3	705,893	62.6	18,962	26,048	419,785	67.1	10,968	15,490	.0279	.0280
TOPEKA	190.5	208.7	9.6	80.6	17.2	2,323,746	62.8	20,747	28,831	1,314,431	63.7	11,669	16,308	.0883	.0873
Jefferson	14.8	17.5	18.2	6.4	25.5	135,683	69.8	15,670	21,200	37,504	74.5	4,213	5,860	.0046	.0046
Osage	14.8	16.8	13.5	7.2	24.1	163,389	77.9	15,839	22,693	60,073	74.7	5,927	8,343	.0052	.0058
Shawnee	160.9	174.4	8.4	67.0	15.7	2,024,674	61.3	21,686	30,219	1,216,854	62.9	12,901	18,162	.0785	.0769
WICHITA	402.0	424.0	5.5	160.7	12.0	5,566,313	67.3	23,179	34,638	3,122,648	63.1	13,346	19,432	.2037	.2021
Butler	45.1	53.2	18.0	21.2	26.2	695,468	101.3	20,560	32,805	277,481	92.2	8,595	13,089	.0197	.0230
Sedgwick	356.9	370.8	3.9	139.5	10.1	4,870,845	63.4	23,526	34,916	2,845,167	60.7	13,976	20,395	.1840	.1791
TOTAL METRO COUNTIES	1,104.9	1,199.1	8.5	447.7	15.4	15,567,645	67.2	23,995	34,772	8,737,887	67.2	13,469	19,517	.5638	.5662
TOTAL STATE	2,390.9	2,538.0	6.2	986.9	13.2	31,029,224	70.2	20,924	31,441	16,148,812	67.3	11,075	16,363	1.1054	1.1155
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	159.6	181.2	13.5	56.6	21.2	1,691,163	89.9	19,067	29,879	964,189	81.3	11,388	17,035	.0599	.0660
Christian	75.0	83.3	11.1	25.2	17.8	784,496	91.5	19,138	31,131	405,683	81.4	10,451	16,099	.0271	.0297
Montgomery, Tenn.	*84.6*	*97.9*	*15.7*	*31.4*	*24.1*	*906,667*	*88.6*	*19,006*	*28,875*	*558,506*	*81.2*	*12,180*	*17,787*	*.0328*	*.0363*
HUNTINGTON - ASHLAND	302.0	317.6	5.2	119.4	11.9	3,721,121	86.6	18,694	31,165	1,933,801	72.0	10,538	16,196	.1269	.1349
Boyd	54.9	61.2	11.5	22.8	19.4	833,102	103.2	21,469	36,540	498,434	88.5	13,845	21,861	.0265	.0307
Greenup	36.9	41.8	13.3	14.4	21.0	582,006	137.0	20,640	40,417	152,355	109.1	6,122	10,580	.0135	.0174
Lawrence, Ohio	*63.6*	*68.0*	*6.9*	*25.2*	*14.0*	*512,395*	*56.5*	*14,815*	*20,333*	*313,978*	*59.5*	*8,909*	*12,459*	*.0224*	*.0216*
Cabell, W. Va.	*104.4*	*100.5*	*-3.7*	*40.1*	*2.6*	*1,326,668*	*70.8*	*19,860*	*33,084*	*796,261*	*60.3*	*12,707*	*19,857*	*.0502*	*.0491*
Wayne, W. Va.	*42.2*	*46.1*	*9.2*	*16.9*	*16.6*	*466,950*	*98.7*	*16,206*	*27,630*	*172,773*	*84.9*	*6,443*	*10,223*	*.0143*	*.0161*
LEXINGTON-FAYETTE	309.0	331.8	7.4	121.4	14.7	4,061,161	83.7	20,899	33,453	2,567,124	73.6	13,977	21,146	.1462	.1552
Bourbon	20.3	23.5	15.8	8.9	23.6	320,429	124.1	19,860	36,003	102,440	103.5	6,991	11,510	.0080	.0100
Clark	28.1	29.7	5.7	10.7	11.5	318,750	79.7	18,473	29,790	212,030	72.9	12,777	19,816	.0122	.0127
Fayette	197.0	204.9	4.0	74.5	10.9	2,582,383	74.7	22,000	34,663	1,968,512	69.6	17,276	26,423	.1026	.1050
Jessamine	25.5	31.6	23.9	11.8	35.6	409,839	142.0	19,469	34,732	148,307	123.8	7,615	12,568	.0098	.0132
Scott	20.6	23.6	14.6	8.7	22.5	244,897	90.6	18,097	28,149	77,236	81.7	5,986	8,878	.0073	.0081
Woodford	17.5	18.5	5.7	6.8	13.3	184,863	61.4	19,091	27,186	58,599	62.1	6,023	8,618	.0063	.0062
LOUISVILLE	893.4	919.9	3.0	341.9	10.3	12,371,633	74.8	22,822	36,185	6,128,050	65.7	11,927	17,924	.4245	.4305
Bullitt	41.2	51.8	25.7	16.9	35.2	394,189	95.4	16,143	23,325	89,326	90.4	3,753	5,286	.0116	.0135
Jefferson	679.1	669.6	-1.4	253.3	6.0	10,255,365	76.8	24,281	40,487	5,002,729	65.8	12,631	19,750	.3424	.3474
Oldham	25.6	37.2	45.3	11.9	56.6	272,797	107.0	17,343	22,924	138,495	111.6	8,613	11,638	.0088	.0110
Clark, Ind.	*88.5*	*96.7*	*9.3*	*35.3*	*16.9*	*833,173*	*51.6*	*18,195*	*23,603*	*609,752*	*56.8*	*12,876*	*17,273*	*.0382*	*.0360*
Floyd, Ind.	*59.0*	*64.6*	*9.5*	*24.5*	*17.2*	*616,109*	*56.7*	*18,809*	*25,147*	*287,748*	*60.1*	*8,598*	*11,745*	*.0235*	*.0226*
OWENSBORO	84.0	84.4	.5	29.5	6.9	1,018,359	78.0	20,734	34,521	661,727	69.0	14,185	22,431	.0385	.0392
Daviess	84.0	84.4	.5	29.5	6.9	1,018,359	78.0	20,734	34,521	661,727	69.0	14,185	22,431	.0385	.0392
TOTAL METRO COUNTIES	1,603.9	1,672.0	4.2	603.5	11.2	21,990,773	82.5	22,197	36,439	11,635,914	72.4	12,439	19,281	.7455	.7833
TOTAL STATE	3,554.3	3,758.2	5.7	1,358.2	13.1	42,460,006	89.7	18,638	31,262	23,255,673	78.0	10,883	17,122	1.4537	1.5748
LOUISIANA															
ALEXANDRIA	140.7	143.8	2.2	47.5	8.4	1,260,443	71.1	16,817	26,536	812,296	63.4	11,348	17,101	.0523	.0519
Grant	14.9	15.5	4.0	5.7	9.6	131,705	88.4	13,442	23,106	38,111	74.6	4,197	6,686	.0043	.0046
Rapides	125.8	128.3	2.0	41.8	8.3	1,128,738	69.3	17,271	27,003	774,185	62.9	12,311	18,521	.0480	.0473
BATON ROUGE	457.2	504.4	10.3	177.6	17.5	6,358,950	88.8	22,293	35,805	3,558,531	79.1	13,150	20,037	.2126	.2324
Ascension	45.0	50.5	12.2	17.0	22.3	541,327	103.9	19,098	31,843	374,330	91.2	14,083	22,019	.0189	.0219
East Baton Rouge	342.1	371.6	8.6	133.7	15.7	5,043,924	85.3	23,546	37,726	2,912,330	76.6	14,269	21,783	.1707	.1836
Livingston	51.7	62.9	21.7	20.6	28.8	602,614	111.2	17,829	29,253	221,574	97.5	7,013	10,756	.0173	.0210
West Baton Rouge	18.4	19.4	5.4	6.3	12.5	171,085	78.4	17,124	27,156	50,297	70.7	5,262	7,984	.0057	.0059
LAFAYETTE	139.0	153.5	10.4	51.9	18.8	1,942,868	101.5	22,068	37,435	1,351,431	87.7	16,480	26,039	.0666	.0762
Lafayette	139.0	153.5	10.4	51.9	18.8	1,942,868	101.5	22,068	37,435	1,351,431	87.7	16,480	26,039	.0666	.0762
LAKE CHARLES	158.9	168.4	6.0	60.7	13.7	1,874,861	76.5	19,888	30,887	1,144,045	70.2	12,591	18,848	.0700	.0722
Calcasieu	158.9	168.4	6.0	60.7	13.7	1,874,861	76.5	19,888	30,887	1,144,045	70.2	12,591	18,848	.0700	.0722
MONROE	134.3	136.6	1.7	49.6	8.3	1,585,131	80.9	19,132	31,958	956,071	68.8	12,366	19,276	.0583	.0602
Ouachita	134.3	136.6	1.7	49.6	8.3	1,585,131	80.9	19,132	31,958	956,071	68.8	12,366	19,276	.0583	.0602
NEW ORLEANS	1,163.8	1,225.5	5.3	451.1	12.0	15,658,544	78.7	21,769	34,712	7,988,004	70.8	11,615	17,708	.5339	.5551
Jefferson	438.6	477.8	8.9	164.1	15.6	6,546,873	83.0	25,214	39,996	3,724,926	75.2	14,981	22,699	.2220	.2368
Orleans	564.5	553.8	-1.9	218.6	4.9	7,145,024	72.5	19,875	32,585	3,315,659	62.3	9,801	15,168	.2479	.2461
St. Bernard	63.5	68.7	8.2	23.7	17.3	769,706	80.2	21,142	32,477	296,323	71.6	8,550	12,503	.0248	.0261
St. Tammany	97.2	125.2	28.8	44.7	39.3	1,196,941	93.8	19,237	26,77[illegible]	651,096	94.3	10,437	14,566	.0392	.0461
SHREVEPORT	363.6	373.4	2.7	133.8	9.0	3,971,686	71.6	18,863	29,684	2,419,094	64.7	11,971	18,080	.1538	.1541
Bossier	74.9	78.9	5.3	25.8	11.2	704,186	68.4	18,019	27,294	344,089	64.2	9,032	13,337	.0268	.0267
Caddo	246.7	251.3	1.9	91.9	8.4	2,885,222	72.9	19,677	31,395	1,847,132	65.0	13,200	20,099	.1115	.1120
Webster	42.0	43.2	2.9	16.1	9.5	382,278	67.8	15,500	23,744	227,873	62.8	9,521	14,154	.0155	.0154
TOTAL METRO COUNTIES	2,557.5	2,705.6	5.8	972.2	12.6	32,652,483	80.5	20,955	33,586	18,229,472	72.2	12,267	18,751	1.1475	1.2021
TOTAL STATE	4,028.1	4,248.2	5.5	1,467.8	12.2	46,153,160	82.2	19,363	31,444	25,659,116	72.7	11,352	17,481	1.6483	1.7333

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
MAINE															
△ BANGOR	**141.1**	**148.9**	**5.5**	**51.7**	**12.9**	**1,387,841**	**65.3**	**18,327**	**26,844**	**918,472**	**62.7**	**12,329**	**17,765**	**.0578**	**.0570**
Penobscot	141.1	148.9	5.5	51.7	12.9	1,387,841	65.3	18,327	26,844	918,472	62.7	12,329	17,765	.0578	.0570
LEWISTON - AUBURN	**94.8**	**96.8**	**2.1**	**37.0**	**9.5**	**805,357**	**49.1**	**15,981**	**21,766**	**571,110**	**51.2**	**11,173**	**15,435**	**.0381**	**.0347**
Androscoggin	94.8	96.8	2.1	37.0	9.5	805,357	49.1	15,981	21,766	571,110	51.2	11,173	15,435	.0381	.0347
PORTLAND	**234.1**	**242.7**	**3.7**	**91.6**	**10.9**	**2,579,789**	**61.6**	**19,328**	**28,164**	**1,852,532**	**61.5**	**13,890**	**20,224**	**.1092**	**.1058**
Cumberland	206.8	213.9	3.4	80.7	10.7	2,325,124	62.1	19,673	28,812	1,764,507	61.7	14,967	21,865	.0998	.0969
Sagadahoc	27.3	28.8	5.5	10.9	12.4	254,665	56.8	16,742	23,364	88,025	56.4	5,802	8,076	.0094	.0089
TOTAL METRO COUNTIES	**470.0**	**488.4**	**3.9**	**180.3**	**11.2**	**4,772,987**	**60.4**	**18,348**	**26,472**	**3,342,114**	**59.9**	**12,883**	**18,536**	**.2051**	**.1975**
TOTAL STATE	**1,106.0**	**1,165.8**	**5.4**	**428.2**	**12.7**	**11,048,457**	**65.3**	**17,587**	**25,802**	**6,848,195**	**62.8**	**11,066**	**15,993**	**.4486**	**.4422**
MARYLAND															
BALTIMORE	**2,158.2**	**2,202.1**	**2.0**	**817.9**	**9.4**	**22,917,663**	**52.2**	**20,128**	**28,020**	**13,048,012**	**55.0**	**11,252**	**15,953**	**.9443**	**.8752**
Anne Arundel	365.3	395.6	8.3	140.7	17.8	3,710,894	52.7	20,351	26,375	2,422,411	60.2	12,664	17,217	.1591	.1514
Baltimore	645.7	646.5	.1	245.5	8.1	8,343,663	52.1	24,139	33,986	5,405,513	54.8	15,374	22,018	.3458	.3185
Baltimore city	778.3	728.9	–6.3	281.1	.1	6,578,033	42.5	16,436	23,401	3,225,176	42.3	8,069	11,473	.2895	.2489
Carroll	95.7	114.0	19.1	40.2	26.8	978,305	71.8	17,962	24,336	522,057	76.0	9,358	12,986	.0362	.0385
Harford	150.0	167.3	11.5	59.1	19.9	1,642,775	64.7	20,235	27,797	764,952	68.0	9,236	12,943	.0597	.0601
Howard	123.2	149.8	21.6	51.3	30.2	1,663,993	74.2	24,250	32,437	707,903	80.7	9,941	13,799	.0540	.0578
△ HAGERSTOWN	**109.8**	**111.0**	**1.1**	**43.3**	**9.1**	**1,174,594**	**65.4**	**17,893**	**27,127**	**861,052**	**62.1**	**13,377**	**19,886**	**.0498**	**.0486**
Washington	109.8	111.0	1.1	43.3	9.1	1,174,594	65.4	17,893	27,127	861,052	62.1	13,377	19,886	.0498	.0486
TOTAL METRO COUNTIES	**3,651.6**	**3,703.8**	**1.4**	**1,361.1**	**8.9**	**43,689,703**	**54.6**	**22,608**	**32,099**	**23,997,273**	**55.8**	**12,319**	**17,631**	**1.7232**	**1.6077**
TOTAL STATE	**4,183.2**	**4,275.0**	**2.2**	**1,576.3**	**9.7**	**48,969,589**	**56.3**	**21,802**	**31,066**	**27,562,104**	**57.4**	**12,187**	**17,485**	**1.9373**	**1.8261**
MASSACHUSETTS															
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	**3,901.6**	**3,931.1**	**.8**	**1,477.0**	**8.1**	**47,121,777**	**55.7**	**22,143**	**31,904**	**22,747,933**	**55.1**	**10,732**	**15,401**	**1.7825**	**1.6648**
Essex	624.6	626.3	.3	244.9	8.0	7,743,911	57.1	21,740	31,621	4,010,383	55.7	11,359	16,376	.2958	.2774
Middlesex	1,382.7	1,369.0	–1.0	500.9	6.3	15,876,821	47.2	22,888	31,697	7,695,658	49.2	10,952	15,364	.6323	.5654
Norfolk	621.2	627.6	1.0	227.1	8.8	9,423,045	61.9	27,892	41,493	3,506,384	56.9	10,707	15,440	.3114	.2981
Plymouth	405.9	446.8	10.1	160.5	18.5	4,717,817	66.7	20,907	29,394	2,444,877	67.7	10,766	15,233	.1735	.1746
Suffolk	680.2	640.6	–5.8	267.1	1.4	6,747,247	46.9	17,441	25,261	3,380,676	44.9	8,863	12,657	.2820	.2476
Rockingham, N. H.	*187.0*	*220.8*	*18.1*	*76.5*	*25.2*	*2,612,936*	*101.1*	*21,270*	*34,156*	*1,709,955*	*89.4*	*14,773*	*22,352*	*.0875*	*.1017*
NEW BEDFORD - FALL RIVER	**470.7**	**483.5**	**2.7**	**187.2**	**10.0**	**4,825,543**	**60.2**	**17,698**	**25,777**	**2,714,862**	**60.6**	**9,931**	**14,502**	**.1926**	**.1852**
Bristol	470.7	483.5	2.7	187.2	10.0	4,825,543	60.2	17,698	25,777	2,714,862	60.6	9,931	14,502	.1926	.1852
PITTSFIELD	**141.6**	**139.4**	**–1.6**	**53.7**	**5.9**	**1,725,027**	**65.0**	**20,621**	**32,123**	**942,859**	**60.9**	**11,558**	**17,558**	**.0649**	**.0629**
Berkshire	141.6	139.4	–1.6	53.7	5.9	1,725,027	65.0	20,621	32,123	942,859	60.9	11,558	17,558	.0649	.0629
SPRINGFIELD - CHICOPEE - HOLYOKE	**588.3**	**584.6**	**–.6**	**217.7**	**6.7**	**6,083,166**	**50.5**	**19,814**	**27,943**	**3,367,394**	**52.9**	**10,797**	**15,468**	**.2524**	**.2302**
Hampden	453.0	448.5	–1.0	173.7	6.6	4,959,793	52.0	19,903	28,554	2,749,010	54.2	10,945	15,826	.2013	.1853
Hampshire	135.3	136.1	.6	44.0	7.1	1,123,373	40.5	19,458	25,531	618,384	47.4	10,210	14,054	.0511	.0449
WORCESTER - FITCHBURG - LEOMINSTER	**646.7**	**659.3**	**1.9**	**242.5**	**9.1**	**7,563,676**	**63.3**	**20,840**	**31,190**	**3,986,164**	**61.9**	**11,079**	**16,438**	**.2847**	**.2764**
Worcester	646.7	659.3	1.9	242.5	9.1	7,563,676	63.3	20,840	31,190	3,986,164	61.9	11,079	16,438	.2847	.2764
TOTAL METRO COUNTIES	**5,561.9**	**5,577.1**	**.3**	**2,101.6**	**7.6**	**64,706,253**	**55.2**	**21,352**	**30,789**	**32,049,257**	**54.8**	**10,603**	**15,250**	**2.4896**	**2.3178**
TOTAL STATE	**5,787.5**	**5,829.4**	**.7**	**2,207.2**	**8.2**	**67,115,920**	**55.5**	**21,160**	**30,408**	**33,963,392**	**55.5**	**10,705**	**15,388**	**2.5941**	**2.4225**
MICHIGAN															
ANN ARBOR	**258.6**	**272.5**	**5.4**	**98.6**	**13.7**	**4,007,130**	**71.9**	**26,879**	**40,640**	**2,068,996**	**69.7**	**14,059**	**20,984**	**.1365**	**.1390**
Washtenaw	258.6	272.5	5.4	98.6	13.7	4,007,130	71.9	26,879	40,640	2,068,996	69.7	14,059	20,984	.1365	.1390
BATTLE CREEK	**183.6**	**187.1**	**1.9**	**71.8**	**10.0**	**1,967,359**	**53.1**	**19,685**	**27,401**	**985,844**	**55.8**	**9,692**	**13,730**	**.0778**	**.0723**
Barry	43.1	45.7	6.0	16.8	14.3	379,252	54.6	16,685	22,575	134,474	59.7	5,728	8,004	.0144	.0137
Calhoun	140.5	141.4	.6	55.0	8.7	1,588,107	52.7	20,557	28,875	851,370	55.2	10,944	15,479	.0634	.0586
BAY CITY	**120.7**	**124.2**	**2.9**	**43.4**	**9.6**	**1,335,953**	**62.0**	**20,828**	**30,782**	**834,801**	**61.4**	**13,060**	**19,235**	**.0538**	**.0521**
Bay	120.7	124.2	2.9	43.4	9.6	1,335,953	62.0	20,828	30,782	834,801	61.4	13,060	19,235	.0538	.0521
△ BENTON HARBOR - ST. JOSEPH	**213.7**	**208.9**	**–2.2**	**80.6**	**5.5**	**1,681,865**	**36.7**	**16,107**	**20,867**	**1,196,014**	**44.5**	**10,831**	**14,839**	**.0851**	**.0731**
Berrien	169.1	166.1	–1.8	64.1	6.0	1,342,099	37.6	16,124	20,938	1,053,804	45.0	12,012	16,440	.0698	.0603
Cass	44.6	42.8	–4.0	16.5	3.8	339,766	33.2	16,042	20,592	142,210	41.1	6,337	8,619	.0153	.0128

WORCESTER

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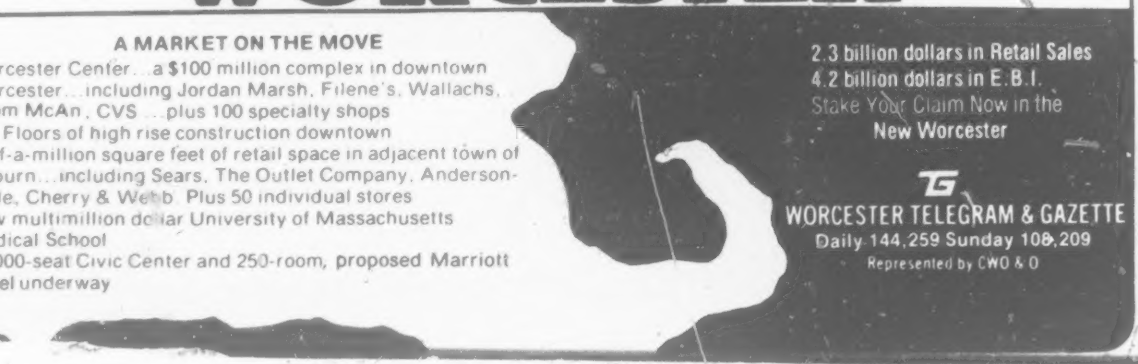
- 157 Floors of high rise construction downtown
- Half-a-million square feet of retail space in adjacent town of Auburn…including Sears, The Outlet Company, Anderson-Little, Cherry & Webb. Plus 50 individual stores
- New multimillion dollar University of Massachusetts Medical School
- 13,000-seat Civic Center and 250-room, proposed Marriott Hotel underway



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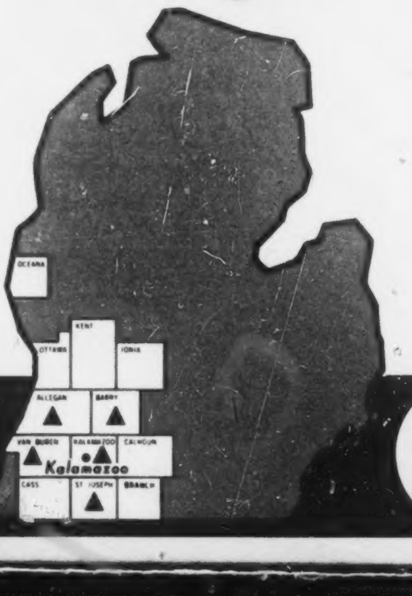
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
MI (cont.)															
DETROIT	**4,371.9**	**4,438.9**	**1.5**	**1,609.2**	**8.4**	**62,414,426**	**63.6**	**25,685**	**38,786**	**33,573,106**	**62.6**	**13,903**	**20,863**	**2.2710**	**2.2085**
Lapeer	70.6	82.4	16.7	26.5	24.4	587,953	55.6	17,735	22,187	364,397	66.9	10,253	13,751	.0255	.0253
Livingston	94.7	121.2	28.0	41.1	36.1	874,597	61.5	17,932	21,280	591,532	77.4	11,040	14,393	.0366	.0384
Macomb	702.4	757.8	7.9	259.6	16.5	10,652,329	76.5	27,090	41,034	6,379,957	74.1	16,448	24,576	.3738	.3901
Oakland	1,010.5	1,105.4	9.4	385.6	16.5	17,447,850	69.2	31,157	45,249	10,010,518	69.8	17,807	25,961	.6091	.6185
St. Clair	134.6	143.7	6.8	53.9	15.2	1,556,579	66.3	19,997	28,879	882,483	67.4	11,267	16,373	.0588	.0588
Wayne	2,359.1	2,228.4	–5.5	842.5	1.1	31,295,118	56.9	23,938	37,146	15,344,219	53.3	12,017	18,213	1.1672	1.0774
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,630.5*	*4,711.4*	*1.7*	*1,707.8*	*8.7*	*66,421,556*	*64.1*	*25,750*	*38,893*	*35,642,102*	*63.0*	*13,912*	*20,870*	*2.4075*	*2.3475*
FLINT	**522.5**	**531.1**	**1.6**	**198.7**	**10.6**	**8,247,962**	**81.8**	**25,266**	**41,510**	**4,441,704**	**73.5**	**14,257**	**22,354**	**.2739**	**.2871**
Genesee	450.7	455.7	1.1	171.3	10.2	7,589,433	85.7	26,299	44,305	4,047,913	75.6	14,836	23,631	.2449	.2606
Shiawassee	71.8	75.4	5.0	27.4	13.2	658,529	46.0	18,635	24,034	393,791	54.4	10,540	14,372	.0290	.0265
GRAND RAPIDS	**587.7**	**626.6**	**6.6**	**224.9**	**14.3**	**5,808,327**	**50.3**	**19,636**	**25,826**	**4,127,441**	**57.3**	**13,333**	**18,352**	**.2611**	**.2445**
Kent	435.8	457.0	4.9	168.3	12.7	4,453,488	50.0	19,886	26,462	3,306,567	56.4	14,162	19,647	.2025	.1883
Ottawa	151.9	169.6	11.7	56.6	19.2	1,354,839	51.3	18,849	23,937	820,874	61.1	10,726	14,503	.0586	.0562
JACKSON	**152.5**	**162.1**	**6.3**	**59.5**	**14.9**	**1,437,794**	**45.1**	**19,130**	**24,165**	**877,272**	**52.9**	**11,077**	**14,744**	**.0638**	**.0581**
Jackson	152.5	162.1	6.3	59.5	14.9	1,437,794	45.1	19,130	24,165	877,272	52.9	11,077	14,744	.0638	.0581
KALAMAZOO - PORTAGE	**275.1**	**290.2**	**5.5**	**107.0**	**13.8**	**2,635,769**	**46.5**	**19,137**	**24,633**	**1,835,416**	**55.3**	**12,575**	**17,153**	**.1203**	**.1106**
Kalamazoo	212.3	226.8	6.8	82.4	15.2	2,100,928	46.1	20,115	25,497	1,541,436	55.7	13,850	18,707	.0970	.0894
Van Buren	62.8	63.4	1.0	24.6	9.3	534,841	48.3	16,032	21,742	293,980	53.3	8,523	11,950	.0233	.0212
LANSING - EAST LANSING	**464.2**	**497.4**	**7.2**	**181.9**	**15.1**	**6,748,600**	**77.0**	**24,127**	**37,101**	**3,426,158**	**72.9**	**12,539**	**18,835**	**.2265**	**.2361**
Clinton	55.9	63.1	12.9	22.1	20.8	713,082	76.5	22,080	32,266	246,428	76.3	7,639	11,151	.0222	.0234
Eaton	84.4	97.9	16.0	36.0	24.6	976,015	64.0	20,593	27,112	742,983	71.8	14,965	20,638	.0406	.0415
Ingham	274.2	283.7	3.5	105.3	11.2	4,525,316	81.0	26,399	42,975	2,117,845	73.4	12,894	20,112	.1432	.1504
Ionia	49.7	52.7	6.0	18.5	14.9	534,187	70.7	19,438	28,875	318,902	69.7	11,670	17,238	.0205	.0208
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**179.4**	**180.9**	**.8**	**66.8**	**9.0**	**1,383,513**	**37.6**	**16,400**	**20,711**	**923,358**	**46.8**	**10,264**	**13,823**	**.0684**	**.0598**
Muskegon	157.4	157.9	.3	58.3	8.4	1,239,013	37.3	16,775	21,252	840,009	46.3	10,671	14,408	.0615	.0535
Oceana	22.0	23.0	4.5	8.5	13.3	144,500	40.5	13,713	17,000	83,349	51.2	7,348	9,806	.0069	.0063
SAGINAW	**227.7**	**231.0**	**1.4**	**81.1**	**9.0**	**3,398,328**	**81.7**	**25,134**	**41,903**	**1,823,232**	**72.5**	**14,205**	**22,481**	**.1142**	**.1192**
Saginaw	227.7	231.0	1.4	81.1	9.0	3,398,328	81.7	25,134	41,903	1,823,232	72.5	14,205	22,481	.1142	.1192
TOTAL METRO COUNTIES	**7,690.3**	**7,893.5**	**2.6**	**2,873.2**	**10.0**	**102,926,987**	**64.1**	**24,008**	**35,823**	**56,860,072**	**63.1**	**13,351**	**19,790**	**3.8099**	**3.7220**
TOTAL STATE	**9,223.1**	**9,528.4**	**3.3**	**3,478.8**	**10.8**	**115,509,661**	**63.1**	**22,558**	**33,204**	**65,765,567**	**62.5**	**12,886**	**18,905**	**4.3879**	**4.2748**



Look at WKZO—the big buy for radio in Western Michigan

The WKZO Kalamazoo market is big. According to Circulation Pulse '72, the latest available, it covers 12 counties while the nearest competitor covers only 5. The market is also rich, with more than 8.5 billion in effective buying income and 5.3 billion in retail sales.*

▲ WKZO is Kalamazoo's top-ranked adult station.

WKZO Radio delivers 50% more adults 12+ from 6 a.m. to 7 p.m., Monday through Friday, than the next closest competitor. And it reaches 66% more adult listeners than the station in third place.

During that same time period, a comparison of cume figures shows WKZO delivers 43% more different women 25+ than any other station in the Metro area. And AQH audience figures for TSA men 25-40 during weekday afternoon drive time are 50% greater than the station's closest competitor.**

WKZO is the undisputed adult leader, reaching and selling the mature, affluent radio listener in Kalamazoo.

*1980 S&MM Survey of Buying Power
**Arbitron, Oct./Nov. 1979

AM–TV–FM
A Fetzer Station

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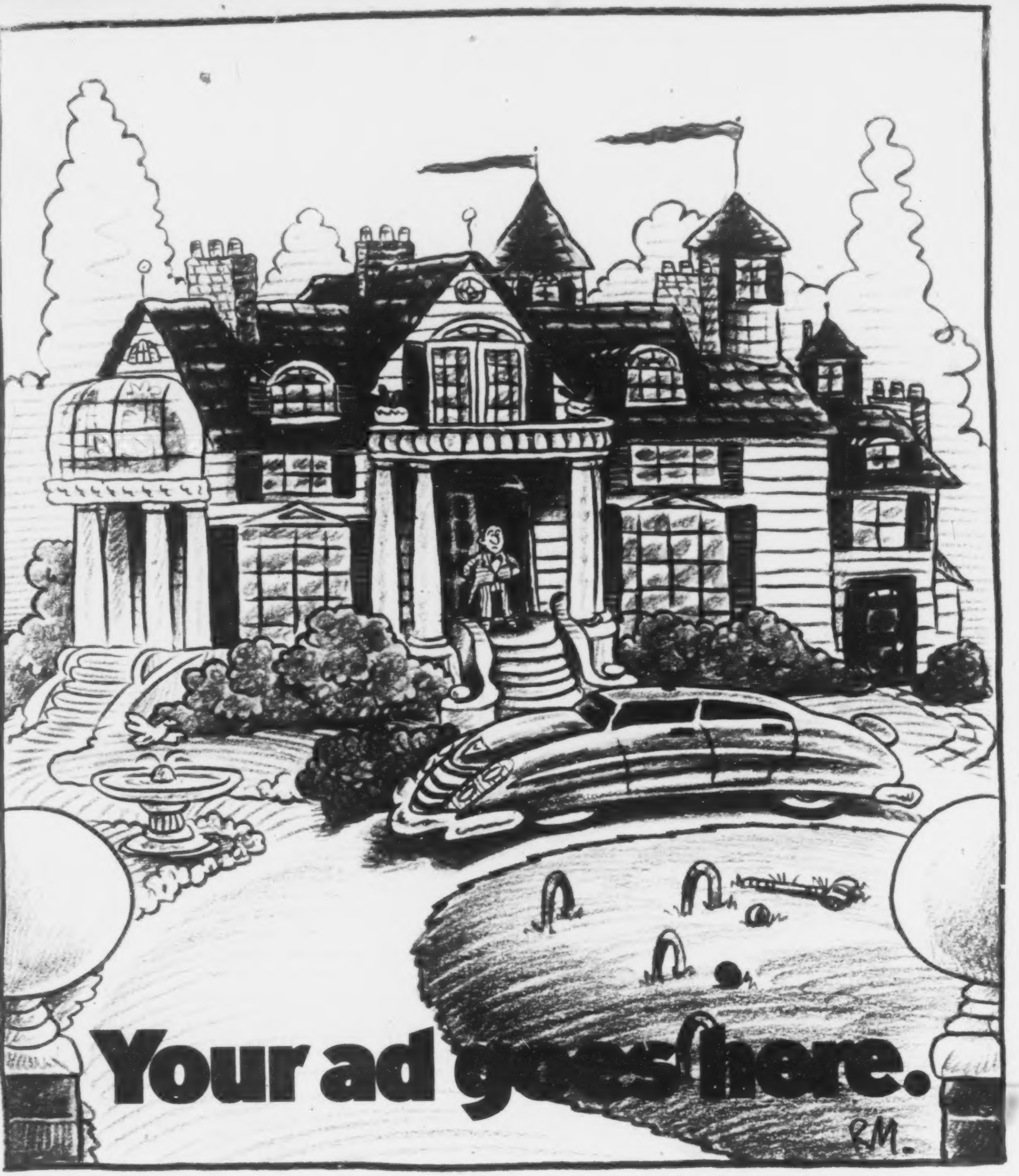
Buckley Radio Sales, Inc., National Representatives



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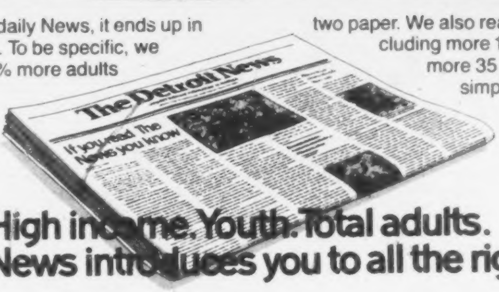

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
MINNESOTA															
DULUTH - SUPERIOR	**266.1**	**271.4**	**2.0**	**107.1**	**9.4**	**3,397,180**	**77.7**	**19,524**	**31,720**	**1,863,052**	**68.0**	**11,324**	**17,395**	**.1207**	**.1236**
St. Louis	220.4	223.2	1.3	87.9	8.7	2,829,653	75.9	19,881	32,192	1,594,805	66.9	11,811	18,143	.1019	.1036
Douglas, Wisc.	*45.7*	*48.2*	*5.5*	*19.2*	*12.9*	*567,527*	*87.3*	*17,825*	*29,559*	*268,247*	*75.2*	*9,009*	*13,971*	*.0188*	*.0200*
FARGO - MOORHEAD	**138.5**	**152.6**	**10.2**	**53.4**	**16.8**	**1,834,894**	**77.6**	**22,602**	**34,361**	**1,286,829**	**71.0**	**16,465**	**24,098**	**.0699**	**.0731**
Clay	50.3	52.8	5.0	17.8	11.9	770,742	95.5	24,795	43,300	316,739	80.1	11,063	17,794	.0227	.0252
Cass, N. D.	*88.2*	*99.8*	*13.2*	*35.6*	*19.5*	*1,064,152*	*66.6*	*21,432*	*29,892*	*970,090*	*68.3*	*19,347*	*27,250*	*.0472*	*.0479*
MINNEAPOLIS - ST. PAUL	**2,074.6**	**2,151.0**	**3.7**	**796.4**	**10.4**	**26,797,431**	**57.4**	**23,616**	**33,648**	**15,476,446**	**57.1**	**13,663**	**19,433**	**1.0461**	**.9911**
Anoka	206.1	237.5	15.2	76.0	24.0	2,165,913	60.3	22,043	28,499	1,184,952	67.4	11,545	15,591	.0842	.0843
Carver	36.9	41.2	11.7	14.3	19.2	523,355	83.1	23,823	36,598	172,484	77.4	8,101	12,062	.0154	.0167
Chisago	25.2	31.0	23.0	11.7	33.0	310,444	92.0	18,371	26,534	165,312	91.4	9,813	14,129	.0102	.0118
Dakota	196.9	231.3	17.5	77.4	26.1	2,199,529	58.4	22,614	28,418	1,499,622	69.5	14,412	19,375	.0905	.0906
Hennepin	902.1	876.3	-2.9	352.2	4.3	12,384,837	50.1	24,441	35,164	7,676,437	50.5	15,108	21,796	.5087	.4586
Ramsey	446.9	429.9	-3.8	165.0	3.1	6,140,946	58.2	24,241	37,218	3,342,753	53.5	13,598	20,259	.2338	.2175
Scott	45.8	53.5	16.8	17.1	24.8	530,165	75.2	22,093	31,004	237,209	76.4	9,815	13,872	.0180	.0191
Washington	117.9	138.2	17.2	44.6	26.0	1,532,733	80.1	24,046	34,366	604,688	81.5	9,412	13,558	.0482	.0522
Wright	53.7	63.1	17.5	21.6	25.6	421,760	60.0	15,370	19,526	330,078	70.1	11,284	15,281	.0195	.0199
St. Croix, Wisc.	*43.1*	*49.0*	*13.7*	*16.5*	*21.3*	*587,749*	*101.0*	*21,503*	*35,621*	*262,911*	*91.3*	*10,107*	*15,934*	*.0176*	*.0204*
ROCHESTER	**94.0**	**99.1**	**5.4**	**35.5**	**12.0**	**1,228,375**	**70.2**	**22,770**	**34,602**	**833,630**	**66.4**	**15,803**	**23,483**	**.0476**	**.0480**
Olmsted	94.0	99.1	5.4	35.5	12.0	1,228,375	70.2	22,770	34,602	833,630	66.4	15,803	23,483	.0476	.0480
ST. CLOUD	**165.3**	**184.3**	**11.5**	**57.2**	**20.2**	**1,616,286**	**78.9**	**18,981**	**28,257**	**1,346,490**	**72.6**	**16,386**	**23,540**	**.0692**	**.0727**
Benton	23.3	24.6	5.6	8.1	12.5	216,852	63.5	18,424	26,772	130,242	62.2	11,153	16,079	.0089	.0087
Sherburne	34.0	44.5	30.9	14.2	37.9	363,600	89.1	18,666	25,606	115,494	91.6	5,854	8,133	.0111	.0128
Stearns	108.0	115.2	6.7	34.9	15.9	1,035,834	79.0	19,222	29,680	1,100,754	72.2	21,241	31,540	.0492	.0512
TOTAL METRO COUNTIES	**2,597.7**	**2,697.3**	**3.8**	**991.7**	**10.7**	**33,101,000**	**60.7**	**22,987**	**33,378**	**19,520,934**	**59.3**	**13,671**	**19,684**	**1.2846**	**1.2358**
TOTAL STATE	**4,071.8**	**4,226.0**	**3.8**	**1,554.7**	**10.6**	**49,162,956**	**65.8**	**21,100**	**31,622**	**27,973,074**	**62.0**	**12,286**	**17,993**	**1.8672**	**1.8337**
MISSISSIPPI															
BILOXI - GULFPORT	**180.5**	**187.3**	**3.8**	**62.3**	**10.1**	**1,648,577**	**63.5**	**17,814**	**26,462**	**1,081,176**	**62.5**	**11,752**	**17,354**	**.0698**	**.0682**
Hancock	19.9	21.4	7.5	7.4	13.8	148,365	61.7	14,113	20,049	99,313	63.9	9,323	13,421	.0066	.0065
Harrison	152.3	157.7	3.5	52.4	10.1	1,436,699	63.5	18,458	27,418	938,752	62.6	12,128	17,915	.0604	.0590
Stone	8.3	8.2	-1.2	2.5	0	63,513	67.3	15,188	25,405	43,111	58.2	10,898	17,244	.0028	.0027
△ HATTIESBURG	**83.8**	**88.9**	**6.1**	**32.0**	**12.7**	**829,283**	**82.9**	**15,962**	**25,915**	**640,876**	**73.9**	**12,979**	**20,027**	**.0339**	**.0359**
Forrest	64.1	67.0	4.5	24.2	11.0	612,642	73.6	16,192	25,316	518,653	69.0	14,077	21,432	.0270	.0276
Lamar	19.7	21.9	11.2	7.8	18.2	216,641	115.9	15,203	27,774	122,223	98.0	9,353	15,670	.0069	.0083
JACKSON	**308.3**	**337.5**	**9.5**	**113.7**	**16.3**	**3,748,777**	**85.3**	**20,687**	**32,971**	**2,456,813**	**78.5**	**14,075**	**21,608**	**.1369**	**.1478**
Hinds	242.0	260.5	7.6	90.5	14.6	3,105,252	84.3	21,327	34,312	2,150,540	77.4	15,343	23,763	.1149	.1231
Rankin	66.3	77.0	16.1	23.2	23.4	643,525	90.2	18,000	27,738	306,273	86.3	8,746	13,201	.0220	.0247
△ MERIDIAN	**72.3**	**68.9**	**-4.7**	**25.5**	**1.2**	**684,578**	**61.1**	**16,858**	**26,846**	**590,411**	**55.8**	**15,042**	**23,153**	**.0325**	**.0306**
Lauderdale	72.3	68.9	-4.7	25.5	1.2	684,578	61.1	16,858	26,846	590,411	55.8	15,042	23,153	.0325	.0306
PASCAGOULA - MOSS POINT	**117.7**	**134.3**	**14.1**	**44.4**	**21.3**	**2,074,762**	**133.0**	**24,331**	**46,729**	**730,794**	**107.2**	**9,639**	**16,459**	**.0501**	**.0645**
Jackson	117.7	134.3	14.1	44.4	21.3	2,074,762	133.0	24,331	46,729	730,794	107.2	9,639	16,459	.0501	.0645
TOTAL METRO COUNTIES	**816.6**	**876.2**	**7.3**	**296.2**	**13.8**	**9,514,845**	**87.3**	**19,513**	**32,123**	**5,708,006**	**75.3**	**12,511**	**19,271**	**.3405**	**.3660**
TOTAL STATE	**2,433.6**	**2,547.6**	**4.7**	**868.3**	**11.3**	**23,421,087**	**85.4**	**16,189**	**26,973**	**13,937,289**	**74.5**	**10,240**	**16,051**	**.8799**	**.9321**
MISSOURI															
COLUMBIA	**93.8**	**101.9**	**8.6**	**36.5**	**17.0**	**998,917**	**65.9**	**19,302**	**27,368**	**718,065**	**68.2**	**13,685**	**19,673**	**.0416**	**.0418**
Boone	93.8	101.9	8.6	36.5	17.0	998,917	65.9	19,302	27,368	718,065	68.2	13,685	19,673	.0416	.0418
△ JOPLIN	**121.6**	**126.5**	**4.0**	**53.0**	**12.1**	**1,082,359**	**62.6**	**14,076**	**20,422**	**916,488**	**58.4**	**12,232**	**17,292**	**.0512**	**.0494**
Jasper	83.7	85.9	2.6	36.5	10.3	667,000	50.4	13,399	18,274	750,177	55.1	14,612	20,553	.0376	.0349
Newton	37.9	40.6	7.1	16.5	16.2	415,359	86.9	15,655	25,173	166,311	75.2	6,685	10,079	.0136	.0145
KANSAS CITY	**1,333.5**	**1,420.0**	**6.5**	**565.1**	**13.6**	**20,130,495**	**73.9**	**23,273**	**35,623**	**10,905,409**	**70.8**	**12,839**	**19,298**	**.6936**	**.7127**
Cass	49.9	52.6	5.4	19.1	13.0	435,191	60.3	16,062	22,785	227,495	62.6	8,281	11,911	.0176	.0171
Clay	139.9	151.3	8.1	55.8	16.3	2,347,521	97.6	24,755	42,070	1,427,101	86.2	15,971	25,575	.0752	.0852
Jackson	635.7	649.3	2.1	283.2	9.9	9,579,929	72.9	21,489	33,827	5,063,213	65.9	11,836	17,879	.3317	.3343
Platte	44.0	54.2	23.2	19.1	31.7	595,248	76.1	23,314	31,165	206,498	82.9	7,786	10,811	.0181	.0198
Ray	19.5	21.3	9.2	8.6	17.8	200,913	76.6	15,588	23,362	100,079	74.9	7,837	11,637	.0071	.0075
Johnson, Kans.	*264.6*	*316.6*	*19.7*	*111.6*	*27.5*	*4,860,993*	*76.2*	*31,528*	*43,557*	*2,764,294*	*80.7*	*17,482*	*24,770*	*.1608*	*.1724*
Wyandotte, Kans.	*179.9*	*174.7*	*-2.9*	*67.7*	*3.7*	*2,110,700*	*54.8*	*20,881*	*31,177*	*1,116,729*	*53.6*	*11,133*	*16,495*	*.0831*	*.0764*
ST. JOSEPH	**101.7**	**101.7**	**.0**	**41.4**	**7.5**	**1,118,803**	**70.5**	**17,039**	**27,024**	**703,958**	**64.4**	**11,125**	**17,004**	**.0438**	**.0434**
Andrew	14.6	16.3	11.6	6.8	21.4	131,451	67.4	14,026	19,331	52,131	70.0	5,474	7,666	.0047	.0048
Buchanan	87.1	85.4	-2.0	34.6	5.2	987,352	71.0	17,552	28,536	651,827	63.9	12,087	18,839	.0391	.0386
ST. LOUIS	**2,390.3**	**2,454.2**	**2.7**	**887.8**	**9.4**	**29,479,202**	**63.8**	**22,185**	**33,205**	**16,130,351**	**62.1**	**12,269**	**18,169**	**1.1082**	**1.0793**
Franklin	67.3	74.9	11.3	27.5	19.6	905,562	102.8	19,411	32,930	526,853	90.3	12,036	19,158	.0292	.0338
Jefferson	133.6	153.3	14.7	52.2	23.7	1,544,406	85.6	19,715	29,586	691,841	83.8	8,919	13,254	.0504	.0556
St. Charles	132.8	169.0	27.3	56.5	36.8	1,196,287	64.6	17,602	21,173	920,210	77.8	12,535	16,287	.0520	.0552
St. Louis	986.0	1,008.8	2.3	349.4	9.3	14,485,211	64.5	27,546	41,457	8,131,879	62.7	15,636	23,274	.5298	.5177
St. Louis city	487.6	455.3	-6.6	188.8	.7	5,391,670	63.4	17,596	28,558	2,513,202	54.9	8,653	13,311	.2009	.1890
Clinton, Ill.	*31.6*	*34.6*	*9.5*	*11.6*	*16.0*	*362,209*	*86.4*	*19,437*	*31,225*	*155,248*	*79.5*	*8,649*	*13,383*	*.0117*	*.0127*
Madison, Ill.	*246.0*	*244.7*	*-.5*	*90.0*	*5.6*	*2,555,892*	*48.0*	*20,266*	*28,399*	*1,528,465*	*50.9*	*11,890*	*16,983*	*.1098*	*.0989*
Monroe, Ill.	*19.0*	*19.6*	*3.2*	*7.2*	*10.8*	*224,382*	*79.6*	*19,221*	*31,164*	*81,529*	*72.4*	*7,277*	*11,323*	*.0072*	*.0075*
St. Clair, Ill.	*286.4*	*294.0*	*2.7*	*104.6*	*9.0*	*2,813,583*	*52.6*	*19,212*	*26,898*	*1,581,124*	*55.6*	*10,588*	*15,116*	*.1172*	*.1089*

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
TATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total Households (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
MO (cont.)															
PRINGFIELD	**210.1**	**241.3**	**14.9**	**93.6**	**22.4**	**2,574,420**	**87.7**	**17,933**	**27,504**	**1,857,694**	**81.9**	**13,347**	**19,847**	**.0958**	**.1057**
Christian	22.1	25.7	16.3	10.2	24.4	215,491	86.9	14,064	21,127	87,348	82.8	5,827	8,564	.0071	.0080
Greene	188.0	215.6	14.7	83.4	22.1	2,358,929	87.7	18,397	28,285	1,770,346	81.9	14,250	21,227	.0887	.0977
OTAL METRO COUNTIES	**3,223.5**	**3,361.4**	**4.3**	**1,284.7**	**11.6**	**42,456,437**	**70.8**	**21,584**	**33,048**	**24,004,576**	**67.0**	**12,481**	**18,685**	**1.5444**	**1.5555**
OTAL STATE	**4,899.3**	**5,109.5**	**4.3**	**1,974.9**	**11.6**	**58,318,833**	**71.8**	**19,187**	**29,530**	**33,781,373**	**67.5**	**11,396**	**17,105**	**2.1726**	**2.1957**
MONTANA															
BILLINGS	**107.8**	**119.8**	**11.1**	**47.3**	**20.4**	**1,205,223**	**69.8**	**18,057**	**25,480**	**1,148,435**	**72.6**	**16,932**	**24,280**	**.0541**	**.0557**
Yellowstone	107.8	119.8	11.1	47.3	20.4	1,205,223	69.8	18,057	25,480	1,148,435	72.6	16,932	24,280	.0541	.0557
GREAT FALLS	**86.6**	**91.7**	**5.9**	**35.3**	**14.2**	**881,829**	**58.1**	**18,047**	**24,981**	**704,163**	**60.2**	**14,223**	**19,948**	**.0399**	**.0384**
Cascade	86.6	91.7	5.9	35.3	14.2	881,829	58.1	18,047	24,981	704,163	60.2	14,223	19,948	.0399	.0384
MISSOULA	**71.1**	**80.3**	**12.9**	**30.8**	**22.2**	**880,137**	**79.0**	**19,508**	**28,576**	**705,722**	**77.5**	**15,776**	**22,913**	**.0351**	**.0374**
Missoula	71.1	80.3	12.9	30.8	22.2	880,137	79.0	19,508	28,576	705,722	77.5	15,776	22,913	.0351	.0374
OTAL METRO COUNTIES	**265.5**	**291.8**	**9.9**	**113.4**	**18.9**	**2,967,189**	**68.7**	**18,437**	**26,166**	**2,558,320**	**70.3**	**15,749**	**22,560**	**.1291**	**.1315**
OTAL STATE	**800.9**	**884.8**	**10.5**	**345.5**	**19.3**	**8,546,872**	**71.8**	**17,177**	**24,738**	**5,956,518**	**70.7**	**12,051**	**17,240**	**.3439**	**.3540**

How To Reach Kansas City's Prime Consumers

Kansas City, the nation's 29th largest metro area, is a key location for marketing your products and services. Ranking number 5 among the nation's top 30 markets, in retail sales per household, Kansas City is a young, affluent and active buying market.

With a median age of 29 and nearly 60% of the population under 35, the majority of Kansas Citians live in households with effective buying incomes above $15,000. In fact, a third maintain yearly incomes over $25,000. Kansas City's Effective Buying Income of $18,500 is more than $2,000 higher than the national average.

The Kansas City Times and Star cover the area's prime consumers like no other medium can. They reach 558,000 daily and 658,000 Sunday readers.

Every day, 70% of Kansas City adults living in households with incomes of $25,000 and above read the Times / Star. On Sunday, that figure rises to 78%. Coverage of the prime 18-49 consumer group is 56% daily and 70% on Sunday. In addition, 74% of area college graduates are daily readers and 84% are Sunday Star readers.

When you need to reach Kansas City, do it through the Times and Star. Kansas City's dominant medium.

DAILY INSERTIONS	REACH	FREQUENCY	% OF MARKET
1	558,000	1.7	61
3	623,000	4.5	68
5	653,000	7.2	71

SUNDAY INSERTIONS	REACH	FREQUENCY	% OF MARKET
1	658,000	1.0	72
2	707,000	1.9	77
3	728,000	2.7	80
4	740,000	3.6	81

***Base: 915,000 Kansas City Adults**

Sources: Sales & Marketing Management "Survey of Buying Power" 1979
Belden Associates "Continuing Market Study" 1979

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total Households (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
NEBRASKA															
LINCOLN	189.4	201.4	6.3	78.4	14.3	2,115,209	49.6	20,610	26,980	1,258,421	55.4	11,805	16,051	.0882	.0817
Lancaster	189.4	201.4	6.3	78.4	14.3	2,115,209	49.6	20,610	26,980	1,258,421	55.4	11,805	16,051	.0882	.0817
OMAHA	593.3	608.2	2.5	217.1	8.4	6,643,772	48.8	22,297	30,602	3,548,697	50.6	11,769	16,346	.2715	.2464
Douglas	417.8	418.3	.1	156.5	6.6	4,749,520	44.2	22,443	30,348	2,728,327	47.6	12,594	17,433	.2020	.1786
Sarpy	89.0	105.9	19.0	30.6	25.9	908,626	61.9	23,100	29,694	315,659	68.8	7,697	10,316	.0319	.0321
Pottawattamie, Iowa	*86.5*	*84.0*	*-2.9*	*30.0*	*3.1*	*985,626*	*62.1*	*20,889*	*32,854*	*504,711*	*57.5*	*11,011*	*16,824*	*.0376*	*.0357*
TOTAL METRO COUNTIES	713.3	744.6	4.4	272.1	10.9	7,966,730	47.9	21,952	29,279	4,407,751	51.6	11,856	16,199	.3295	.2997
TOTAL STATE	1,590.4	1,649.6	3.7	630.5	10.6	18,182,769	59.5	19,993	28,839	9,749,364	58.4	10,794	15,463	.7037	.6735
NEVADA															
LAS VEGAS	400.3	484.4	21.0	189.1	29.6	5,983,496	90.0	21,583	31,642	4,049,447	86.8	14,859	21,414	.2066	.2337
Clark	400.3	484.4	21.0	189.1	29.6	5,983,496	90.0	21,583	31,642	4,049,447	86.8	14,859	21,414	.2066	.2337
RENO	175.9	206.0	17.1	86.5	25.4	3,246,793	95.0	24,130	37,535	2,234,214	88.0	17,220	25,829	.1075	.1227
Washoe	175.9	206.0	17.1	86.5	25.4	3,246,793	95.0	24,130	37,535	2,234,214	88.0	17,220	25,829	.1075	.1227
TOTAL METRO COUNTIES	576.2	690.4	19.8	275.6	28.2	9,230,289	91.7	22,401	33,492	6,283,661	87.2	15,617	22,800	.3141	.3564
TOTAL STATE	708.3	845.8	19.4	334.6	27.5	11,037,993	90.5	22,080	32,989	7,262,090	86.5	14,841	21,704	.3746	.4229
NEW HAMPSHIRE															
MANCHESTER - NASHUA	268.8	298.6	11.1	109.5	19.2	3,625,353	87.6	21,023	33,108	1,947,354	76.6	11,998	17,784	.1212	.1317
Hillsborough	268.8	298.6	11.1	109.5	19.2	3,625,353	87.6	21,023	33,108	1,947,354	76.6	11,998	17,784	.1212	.1317
TOTAL METRO COUNTIES	455.8	519.4	14.0	186.0	21.6	6,238,289	93.0	21,121	33,539	3,657,309	82.4	13,107	19,663	.2087	.2334
TOTAL STATE	897.8	1,012.3	12.8	370.9	20.9	11,717,326	88.6	20,250	31,592	6,784,430	79.0	12,353	18,292	.4010	.4398

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

M ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
NEW JERSEY															
ATLANTIC CITY	**191.5**	**194.6**	**1.6**	**81.6**	**8.9**	**2,249,249**	**62.6**	**18,470**	**27,564**	**1,459,825**	**59.5**	**12,220**	**17,890**	**.0909**	**.0878**
Atlantic	191.5	194.6	1.6	81.6	8.9	2,249,249	62.6	18,470	27,564	1,459,825	59.5	12,220	17,890	.0909	.0878
JERSEY CITY	**550.4**	**504.5**	**-8.3**	**207.4**	**-1.5**	**6,403,925**	**54.6**	**19,668**	**30,877**	**2,350,402**	**49.4**	**7,470**	**11,333**	**.2308**	**.2085**
Hudson	550.4	504.5	-8.3	207.4	-1.5	6,403,925	54.6	19,668	30,877	2,350,402	49.4	7,470	11,333	.2308	.2085
LONG BRANCH - ASBURY PARK	**502.3**	**522.3**	**4.0**	**175.7**	**11.3**	**6,718,697**	**68.4**	**25,269**	**38,240**	**3,369,414**	**64.5**	**12,970**	**19,177**	**.2379**	**.2367**
Monmouth	502.3	522.3	4.0	175.7	11.3	6,718,697	68.4	25,269	38,240	3,369,414	64.5	12,970	19,177	.2379	.2367
NEWARK	**1,938.7**	**1,908.8**	**-1.5**	**695.5**	**5.3**	**29,522,057**	**66.4**	**26,862**	**42,447**	**12,424,612**	**61.9**	**11,619**	**17,864**	**.9825**	**.9577**
Essex	823.5	785.8	-4.6	300.8	2.3	11,414,173	61.8	23,995	37,946	4,481,776	56.8	9,720	14,900	.3889	.3680
Morris	399.1	418.2	4.8	140.9	12.5	6,526,651	74.3	29,892	46,321	3,035,536	70.3	14,226	21,544	.2120	.2172
Somerset	211.3	220.3	4.3	72.3	11.4	3,656,069	81.1	31,102	50,568	1,562,624	73.6	13,866	21,613	.1118	.1177
Union	504.8	484.5	-4.0	181.5	2.9	7,925,164	61.0	27,929	43,665	3,344,676	56.7	12,104	18,428	.2698	.2548
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**589.8**	**593.7**	**.7**	**195.6**	**7.8**	**8,422,711**	**75.8**	**26,399**	**43,061**	**4,017,858**	**68.3**	**13,153**	**20,541**	**.2819**	**.2871**
Middlesex	589.8	593.7	.7	195.6	7.8	8,422,711	75.8	26,399	43,061	4,017,858	68.3	13,153	20,541	.2819	.2871
PATERSON - CLIFTON - PASSAIC	**449.4**	**427.3**	**-4.9**	**166.2**	**2.3**	**5,848,849**	**57.1**	**22,921**	**35,192**	**2,781,633**	**52.3**	**11,244**	**16,737**	**.2173**	**.2005**
Passaic	449.4	427.3	-4.9	166.2	2.3	5,848,849	57.1	22,921	35,192	2,781,633	52.3	11,244	16,737	.2173	.2005
TRENTON	**320.5**	**318.8**	**-.5**	**118.2**	**6.9**	**4,701,322**	**70.4**	**24,940**	**39,774**	**2,130,196**	**64.7**	**11,698**	**18,022**	**.1578**	**.1570**
Mercer	320.5	318.8	-.5	118.2	6.9	4,701,322	70.4	24,940	39,774	2,130,196	64.7	11,698	18,022	.1578	.1570
VINELAND - MILLVILLE - BRIDGETON	**132.1**	**129.1**	**-2.3**	**47.1**	**4.7**	**1,419,726**	**63.3**	**19,314**	**30,143**	**865,638**	**59.2**	**12,085**	**18,379**	**.0570**	**.0547**
Cumberland	132.1	129.1	-2.3	47.1	4.7	1,419,726	63.3	19,314	30,143	865,638	59.2	12,085	18,379	.0570	.0547
TOTAL METRO COUNTIES	**6,728.6**	**6,658.6**	**-1.0**	**2,430.5**	**6.0**	**94,737,610**	**65.1**	**25,013**	**38,979**	**43,883,069**	**60.9**	**11,890**	**18,055**	**3.3016**	**3.2015**
TOTAL STATE	**7,341.8**	**7,373.7**	**.4**	**2,692.3**	**7.5**	**102,118,957**	**66.2**	**24,534**	**37,930**	**48,683,224**	**62.7**	**11,949**	**18,082**	**3.5720**	**3.4960**
NEW MEXICO															
ALBUQUERQUE	**421.0**	**468.8**	**11.4**	**179.6**	**19.3**	**4,838,549**	**67.4**	**19,193**	**26,941**	**3,159,839**	**68.3**	**12,465**	**17,594**	**.1906**	**.1935**
Bernalillo	397.1	443.5	11.7	172.2	19.5	4,692,788	67.1	19,484	27,252	3,113,966	68.3	12,840	18,083	.1850	.1876
Sandoval	23.9	25.3	5.9	7.4	13.8	145,761	75.9	12,751	19,697	45,873	70.1	4,150	6,199	.0056	.0059
LAS CRUCES	**91.0**	**96.8**	**6.4**	**31.6**	**14.1**	**841,929**	**68.9**	**17,995**	**26,643**	**477,245**	**64.3**	**10,484**	**15,103**	**.0334**	**.0335**
Dona Ana	91.0	96.8	6.4	31.6	14.1	841,929	68.9	17,995	26,643	477,245	64.3	10,484	15,103	.0334	.0335
△ SANTA FE	**66.3**	**69.1**	**4.2**	**24.7**	**11.3**	**728,756**	**68.3**	**19,505**	**29,504**	**530,577**	**64.2**	**14,558**	**21,481**	**.0302**	**.0302**
Santa Fe	66.3	69.1	4.2	24.7	11.3	728,756	68.3	19,505	29,504	530,577	64.2	14,558	21,481	.0302	.0302
TOTAL METRO COUNTIES	**578.3**	**634.7**	**9.8**	**235.9**	**17.7**	**6,409,234**	**67.7**	**19,062**	**27,169**	**4,167,661**	**67.3**	**12,423**	**17,667**	**.2542**	**.2572**
TOTAL STATE	**1,247.9**	**1,362.8**	**9.2**	**492.7**	**17.2**	**13,676,326**	**76.5**	**18,431**	**27,758**	**8,284,006**	**71.8**	**11,464**	**16,813**	**.5149**	**.5366**

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Source: The Scarborough Report, 1980

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
NEW YORK															
ALBANY - SCHENECTADY - TROY	**787.1**	**771.3**	**-2.0**	**292.1**	**4.3**	**8,337,903**	**47.6**	**20,166**	**28,545**	**4,668,028**	**50.1**	**11,102**	**15,981**	**.3506**	**.3143**
Albany	283.1	280.1	-1.1	109.0	5.4	3,561,760	52.2	22,625	32,677	2,065,441	53.2	13,039	18,949	.1434	.1314
Montgomery	55.7	52.9	-5.0	21.5	1.4	432,547	33.2	15,316	20,118	235,451	39.7	7,951	10,951	.0207	.0173
Rensselaer	148.3	141.8	-4.4	52.0	1.8	1,384,859	44.5	18,755	26,632	571,694	46.5	7,639	10,994	.0562	.0492
Saratoga	146.4	150.5	2.8	52.3	9.4	1,224,681	43.9	17,802	23,416	870,426	50.8	12,074	16,643	.0591	.0533
Schenectady	153.6	146.0	-4.9	57.3	1.2	1,734,056	47.6	20,761	30,263	925,016	47.9	11,049	16,143	.0712	.0631
BINGHAMTON	**302.7**	**295.8**	**-2.3**	**115.5**	**6.0**	**2,539,306**	**38.3**	**16,711**	**21,797**	**1,600,598**	**44.6**	**10,073**	**13,739**	**.1215**	**.1045**
Broome	215.3	210.0	-2.5	84.6	6.1	1,818,546	36.3	16,740	21,496	1,302,490	44.4	11,318	15,396	.0911	.0779
Tioga	49.6	51.1	3.0	19.1	11.7	461,042	50.3	17,935	24,138	177,367	51.7	6,837	9,286	.0179	.0164
Susquehanna, Pa.	*37.8*	*34.7*	*-8.2*	*12.8*	*-2.3*	*259,718*	*32.7*	*14,939*	*20,290*	*120,741*	*37.1*	*6,722*	*9,433*	*.0125*	*.0102*
BUFFALO	**1,278.8**	**1,214.9**	**-5.0**	**477.4**	**2.7**	**12,581,763**	**36.8**	**19,785**	**26,355**	**6,953,912**	**42.5**	**10,496**	**14,566**	**.5644**	**.4766**
Erie	1,044.9	985.8	-5.7	388.4	2.0	10,670,542	37.0	20,452	27,473	5,710,280	42.2	10,542	14,702	.4706	.3966
Niagara	233.9	229.1	-2.1	89.0	6.0	1,911,221	35.7	16,764	21,474	1,243,632	43.9	10,286	13,973	.0938	.0800
ELMIRA	**96.2**	**92.3**	**-4.1**	**36.3**	**4.0**	**859,820**	**43.1**	**17,218**	**23,687**	**501,896**	**43.8**	**10,000**	**13,826**	**.0390**	**.0339**
Chemung	96.2	92.3	-4.1	36.3	4.0	859,820	43.1	17,218	23,687	501,896	43.8	10,000	13,826	.0390	.0339
△ **JAMESTOWN**	**141.2**	**132.6**	**-6.1**	**55.0**	**1.9**	**1,172,169**	**34.8**	**16,100**	**21,312**	**759,396**	**40.9**	**9,981**	**13,807**	**.0579**	**.0483**
Chautauqua	141.2	132.6	-6.1	55.0	1.9	1,172,169	34.8	16,100	21,312	759,396	40.9	9,981	13,807	.0579	.0483
NASSAU - SUFFOLK	**2,699.9**	**2,730.7**	**1.1**	**896.4**	**7.7**	**34,062,149**	**45.9**	**28,045**	**37,999**	**16,769,867**	**50.5**	**13,390**	**18,708**	**1.3416**	**1.2003**
Nassau	1,376.4	1,342.8	-2.4	461.9	4.4	19,761,929	41.2	31,622	42,784	9,792,435	46.1	15,140	21,200	.7832	.6769
Suffolk	1,323.5	1,387.9	4.9	434.5	11.5	14,300,220	53.0	23,983	32,912	6,977,432	57.0	11,402	16,059	.5584	.5234
△ **NEWBURGH - MIDDLETOWN**	**255.6**	**275.1**	**7.6**	**100.3**	**15.2**	**2,547,866**	**53.3**	**19,082**	**25,402**	**1,560,800**	**59.4**	**11,245**	**15,561**	**.1076**	**.1021**
Orange	255.6	275.1	7.6	100.3	15.2	2,547,866	53.3	19,082	25,402	1,560,800	59.4	11,245	15,561	.1076	.1021
NEW YORK	**9,266.3**	**8,824.7**	**-4.8**	**3,620.5**	**-.2**	**101,853,831**	**35.6**	**20,700**	**28,133**	**40,628,479**	**40.0**	**7,999**	**11,222**	**4.1378**	**3.4524**
Bronx	1,222.3	1,094.6	-10.4	453.8	-3.8	8,539,274	22.1	14,824	18,817	2,817,009	30.0	4,592	6,208	.3996	.3081
Kings	2,267.3	2,062.1	-9.1	850.7	-2.3	17,741,744	27.2	16,015	20,855	5,596,319	33.9	4,802	6,578	.7768	.6165
New York (Manhattan)	1,376.2	1,329.9	-3.4	634.2	-8.6	19,997,134	27.9	22,521	31,531	10,883,007	30.5	12,020	17,160	.8890	.7022
Putnam	74.0	77.6	4.9	28.1	13.8	674,525	41.4	19,315	24,004	344,484	52.0	9,174	12,259	.0291	.0261
Queens	1,985.2	1,952.9	-1.6	830.7	5.7	21,860,910	36.5	20,385	26,316	6,067,669	41.9	5,442	7,304	.8186	.6920
Richmond	343.9	363.6	5.7	130.4	13.5	3,198,437	43.1	19,452	24,528	1,334,651	52.9	7,599	10,235	.1296	.1171
Rockland	262.6	271.8	3.5	82.8	11.1	3,147,995	56.9	26,929	38,019	1,463,370	59.4	12,321	17,674	.1167	.1109
Westchester	869.1	838.0	-3.6	295.4	2.2	12,177,195	40.0	30,112	41,223	5,294,854	44.1	12,716	17,924	.4713	.4029
Bergen, N. J.	*865.7*	*834.2*	*-3.6*	*314.4*	*3.7*	*14,516,617*	*59.4*	*30,032*	*46,172*	*6,827,116*	*56.3*	*14,406*	*21,715*	*.5071*	*.4766*
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***16,813.4***	***16,327.6***	***-2.9***	***6,262.9***	***2.3***	***206,325,139***	***45.9***	***23,112***	***32,944***	***87,351,542***	***48.1***	***9,635***	***13,947***	***7.8802***	***6.9625***
POUGHKEEPSIE	**236.3**	**231.7**	**-1.9**	**83.1**	**6.3**	**2,261,099**	**35.5**	**21,332**	**27,209**	**1,337,892**	**42.8**	**11,978**	**16,100**	**.1045**	**.0887**
Dutchess	236.3	231.7	-1.9	83.1	6.3	2,261,099	35.5	21,332	27,209	1,337,892	42.8	11,978	16,100	.1045	.0887

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S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
TATE S&MM METRO AREA County	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
NY (cont.)															
ROCHESTER	**967.1**	**946.1**	**-2.2**	**369.0**	**5.9**	**11,289,466**	**46.1**	**22,183**	**30,595**	**5,916,157**	**49.5**	**11,360**	**16,033**	**.4596**	**.4085**
Livingston	56.1	52.4	-6.6	18.8	1.1	384,142	26.2	16,369	20,433	230,103	35.4	9,138	12,240	.0202	.0161
Monroe	699.8	677.6	-3.2	269.7	5.2	9,139,674	48.5	24,012	33,888	4,314,371	50.9	11,155	15,997	.3501	.3135
Ontario	90.0	95.1	5.7	34.6	12.7	694,206	41.7	15,960	20,064	634,270	51.5	13,633	18,332	.0373	.0338
Orleans	38.9	39.3	1.0	14.5	7.4	308,013	35.5	16,841	21,242	143,081	44.7	7,325	9,868	.0138	.0120
Wayne	82.3	81.7	-.7	31.4	7.9	763,431	39.4	18,823	24,313	594,332	45.3	14,058	18,928	.0382	.0331
SYRACUSE	**645.4**	**635.8**	**-1.5**	**232.0**	**5.4**	**6,863,219**	**47.9**	**21,075**	**29,583**	**3,781,024**	**50.5**	**11,409**	**16,298**	**.2866**	**.2577**
Madison	65.8	66.4	.9	22.4	7.2	608,787	49.1	19,542	27,178	304,740	52.4	9,566	13,604	.0253	.0232
Onondaga	470.1	462.3	-1.7	172.1	5.3	5,320,650	48.3	21,939	30,916	2,987,086	50.8	12,113	17,357	.2202	.1982
Oswego	109.5	107.1	-2.2	37.5	4.7	933,782	44.7	18,024	24,901	489,198	47.4	9,269	13,045	.0411	.0363
UTICA - ROME	**322.5**	**305.4**	**-5.3**	**119.7**	**2.9**	**2,703,888**	**35.8**	**17,165**	**22,589**	**1,610,420**	**41.8**	**9,766**	**13,454**	**.1291**	**.1085**
Herkimer	64.7	62.6	-3.2	25.8	5.3	491,310	37.5	14,582	19,043	267,316	44.6	7,547	10,361	.0231	.0198
Oneida	257.8	242.8	-5.8	93.9	2.3	2,212,578	35.0	17,855	23,563	1,343,104	41.3	10,358	14,304	.1060	.0887
TOTAL METRO COUNTIES	**16,095.6**	**15,387.5**	**-3.2**	**6,071.1**	**2.2**	**172,296,144**	**37.8**	**21,049**	**28,380**	**79,140,612**	**43.3**	**9,299**	**13,036**	**7.1806**	**6.1090**
TOTAL STATE	**17,776.0**	**17,250.5**	**-3.0**	**6,700.0**	**2.6**	**186,458,745**	**38.3**	**20,652**	**27,830**	**87,693,401**	**43.9**	**9,339**	**13,089**	**7.8291**	**6.6856**
NORTH CAROLINA															
ASHEVILLE	**172.0**	**182.7**	**6.2**	**73.2**	**13.1**	**2,094,717**	**80.3**	**17,956**	**28,616**	**1,171,093**	**72.0**	**10,522**	**15,999**	**.0746**	**.0779**
Buncombe	155.0	164.3	6.0	66.6	12.9	1,965,739	79.9	18,517	29,516	1,124,888	71.8	11,099	16,890	.0699	.0730
Madison	17.0	18.4	8.2	6.6	15.8	128,978	86.4	12,142	19,542	46,205	77.9	4,556	7,001	.0047	.0049
BURLINGTON	**101.4**	**100.2**	**-1.2**	**37.6**	**5.6**	**955,879**	**47.1**	**18,247**	**25,422**	**552,746**	**49.3**	**10,402**	**14,701**	**.0417**	**.0373**
Alamance	101.4	100.2	-1.2	37.6	5.6	955,879	47.1	18,247	25,422	552,746	49.3	10,402	14,701	.0417	.0373
CHARLOTTE - GASTONIA	**619.9**	**660.8**	**6.6**	**241.1**	**13.8**	**8,458,983**	**78.3**	**22,402**	**35,085**	**4,461,415**	**71.7**	**12,268**	**18,504**	**.2901**	**.3025**
Gaston	159.2	166.5	4.6	60.8	11.6	1,867,236	74.7	19,615	30,711	945,931	68.6	10,294	15,558	.0662	.0678
Mecklenburg	393.4	418.8	6.5	154.8	14.0	5,883,747	78.7	24,245	38,009	3,177,852	71.8	13,623	20,529	.1998	.2084
Union	67.3	75.5	12.2	25.5	18.6	708,000	84.8	17,824	27.765	337,632	80.2	8,716	13,240	.0241	.0263
FAYETTEVILLE	**236.8**	**246.7**	**4.2**	**80.3**	**12.8**	**2,340,059**	**64.5**	**19,980**	**29,141**	**1,238,964**	**61.7**	**10,758**	**15,429**	**.0913**	**.0893**
Cumberland	236.8	246.7	4.2	80.3	12.8	2,340,059	64.5	19,980	29,141	1,238,964	61.7	10,758	15,429	.0913	.0893
GREENSBORO - WINSTON-SALEM - HIGH POINT	**791.1**	**826.6**	**4.5**	**316.0**	**12.3**	**9,949,343**	**70.0**	**20,792**	**31,485**	**5,332,261**	**65.4**	**11,453**	**16,874**	**.3615**	**.3618**
Davidson	104.7	110.5	5.5	41.2	12.9	1,204,632	72.0	19,186	29,239	506,236	67.3	8,291	12,287	.0414	.0418
Forsyth	233.5	241.8	3.6	94.3	11.2	3,131,302	70.9	21,608	33,206	1,734,648	64.6	12,429	18,395	.1133	.1136
Guilford	308.5	318.4	3.2	120.2	11.1	3,961,689	65.6	22,106	32,959	2,499,608	64.5	14,048	20,795	.1532	.1509
Randolph	85.4	91.1	6.7	35.7	14.8	952,152	69.9	18,015	26,671	375,427	66.3	7,261	10,516	.0327	.0329
Stokes	31.2	35.9	15.1	13.2	23.4	365,356	94.0	17,599	27,678	76,588	84.8	3,873	5,802	.0100	.0112
Yadkin	27.8	28.9	4.0	11.4	11.8	334,212	85.7	17,641	29,317	139,754	74.1	7,871	12,259	.0109	.0114
△ KANNAPOLIS - CONCORD - SALISBURY	**176.0**	**184.2**	**4.7**	**71.4**	**12.3**	**1,803,340**	**60.6**	**17,652**	**25,257**	**894,429**	**57.1**	**8,950**	**12,527**	**.0697**	**.0671**
Cabarrus	80.6	84.5	4.8	32.6	12.4	650,746	41.3	15,885	19,962	433,040	47.3	10,140	13,283	.0314	.0280
Rowan	95.4	99.7	4.5	38.8	12.1	1,152,594	74.1	19,133	29,706	461,389	67.7	7,953	11,891	.0383	.0391

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Charlotte-GASTONIA METRO
Metro GASTON COUNTY

it takes the GROWING **GASTONIA GAZETTE** To Sell The Whole "METRO" Market!

- $1,069,011,000 **BUYING POWER**
- 561,009,000 **RETAIL SALES**
- 146,625,000 **FOOD SALES**

Daily Penetration 54%
Total Outside Penetration 18%

Member: CHARLOTTE ADI
Newspaper Network
1980 S&MM Survey of Buying Power

Nationally Marketed by **LANDON ASSOCIATES, INC.**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total House-holds (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
NC (cont.)															
RALEIGH - DURHAM	**508.8**	**562.7**	**10.6**	**213.2**	**16.2**	**6,848,712**	**76.9**	**21,461**	**32,123**	**3,527,017**	**72.8**	**11,316**	**16,543**	**.2345**	**.2457**
Durham	149.7	161.8	8.1	61.7	14.9	1,967,376	76.5	20,760	31,886	988,300	70.0	10,824	16,018	.0677	.0701
Orange	72.1	77.9	8.0	27.6	14.5	777,700	76.1	23,031	35,424	349,693	72.7	8,403	12,670	.0304	.0317
Wake	287.0	323.0	12.5	123.9	20.8	3,903,636	77.3	21,459	31,506	2,189,024	74.1	12,257	17,668	.1364	.1439
WILMINGTON	**133.8**	**141.1**	**5.5**	**56.8**	**12.7**	**1,606,185**	**75.2**	**18,194**	**28,278**	**873,566**	**69.0**	**10,256**	**15,380**	**.0579**	**.0593**
Brunswick	34.3	36.0	5.0	13.2	11.9	341,308	76.5	16,389	25,857	127,678	69.2	6,395	9,673	.0116	.0119
New Hanover	99.5	105.1	5.6	43.6	13.0	1,264,877	74.8	18,746	29,011	745,888	69.0	11,437	17,108	.0463	.0474
TOTAL METRO COUNTIES	**2,750.1**	**2,916.8**	**6.1**	**1,094.5**	**13.6**	**34,153,107**	**72.5**	**20,552**	**31,204**	**18,084,755**	**67.7**	**11,198**	**16,523**	**1.2243**	**1.2444**
TOTAL STATE	**5,670.3**	**5,989.6**	**5.6**	**2,189.6**	**13.2**	**63,120,899**	**76.5**	**18,487**	**28,828**	**33,654,921**	**69.6**	**10,258**	**15,370**	**2.2869**	**2.3570**
NORTH DAKOTA															
BISMARCK	**79.1**	**93.1**	**17.7**	**33.3**	**25.7**	**970,138**	**82.7**	**20,037**	**29,133**	**751,798**	**81.4**	**15,640**	**22,577**	**.0373**	**.0409**
Burleigh	54.2	64.7	19.4	23.3	27.3	705,110	82.0	21,172	30,262	567,377	81.8	17,050	24,351	.0273	.0299
Morton	24.9	28.4	14.1	10.0	22.0	265,028	84.6	17,506	26,503	184,421	80.0	12,492	18,442	.0100	.0110
FARGO - MOORHEAD	**138.5**	**152.6**	**10.2**	**53.4**	**16.8**	**1,834,894**	**77.6**	**22,602**	**34,361**	**1,286,829**	**71.0**	**16,465**	**24,098**	**.0699**	**.0731**
Cass	88.2	99.8	13.2	35.6	19.5	1,064,152	66.6	21,432	29,892	970,090	68.3	19,347	27,250	.0472	.0479
Clay, Minn	*50.3*	*52.8*	*5.0*	*17.8*	*11.9*	*770,742*	*95.5*	*24,795*	*43,300*	*316,739*	*80.1*	*11,063*	*17,794*	*.0227*	*.0252*
GRAND FORKS	**103.3**	**105.8**	**2.4**	**37.0**	**9.5**	**1,157,141**	**68.9**	**20,268**	**31,274**	**742,700**	**62.5**	**13,525**	**20,073**	**.0459**	**.0455**
Grand Forks	67.1	69.9	4.2	23.6	11.3	710,879	58.3	21,183	30,122	526,965	58.5	15,681	22,329	.0312	.0299
Polk, Minn	*36.2*	*35.9*	*-.8*	*13.4*	*6.3*	*446,262*	*89.1*	*18,727*	*33,303*	*215,735*	*73.0*	*9,897*	*16,100*	*.0147*	*.0156*
TOTAL METRO COUNTIES	**234.4**	**262.8**	**12.1**	**92.5**	**19.4**	**2,745,169**	**69.6**	**20,887**	**29,678**	**2,248,853**	**69.9**	**17,077**	**24,312**	**.1157**	**.1187**
TOTAL STATE	**668.1**	**718.4**	**7.5**	**253.5**	**14.5**	**7,649,983**	**72.8**	**19,993**	**30,177**	**4,768,658**	**67.4**	**12,863**	**18,811**	**.2934**	**.2990**

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Raleigh-Durham

The growth
market with
a steady
economy.

UNEMPLOYMENT

RALEIGH/DURHAM 4.9%
NORTH CAROLINA 8.1%
UNITED STATES 7.9%

July '80 Employment Security Commission

POPULATION '80 VS. '70

RALEIGH/DURHAM 21.6% GAIN
NORTH CAROLINA 11.8% GAIN
UNITED STATES 8.7% GAIN

Estimated 1/1/80 Consumer Market Data, Standard Rate & Data Service

RANKINGS

77TH METRO
55TH NEWSPAPER MARKET
40TH ADI

Circulation Source: '80/'81 All rankings are based on population.

The News and Observer • THE RALEIGH TIMES
Durham Morning Herald • The DURHAM SUN

With one rate/one bill via Branham /NEWSPAPER SALES

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
OHIO															
AKRON	659.5	645.1	−2.2	239.9	5.2	6,922,612	43.2	21,190	28,856	3,985,138	47.0	11,883	16,612	.3004	.2635
Portage	134.3	138.1	2.8	45.3	10.8	1,322,188	49.0	21,697	29,187	597,191	52.7	9,560	13,183	.0527	.0483
Summit	525.2	507.0	−3.5	194.6	4.0	5,600,424	41.9	21,079	28,779	3,387,947	46.1	12,391	17,410	.2477	.2152
CANTON	407.8	415.4	1.9	155.1	9.2	4,720,462	59.4	20,857	30,435	2,742,002	58.8	12,164	17,679	.1868	.1780
Carroll	26.9	30.0	11.5	10.6	17.8	265,277	71.7	17,166	25,026	137,256	70.4	8,949	12,949	.0100	.0103
Stark	380.9	385.4	1.2	144.5	8.6	4,455,185	58.7	21,107	30,832	2,604,746	58.2	12,381	18,026	.1768	.1677
CINCINNATI	1,385.8	1,416.5	2.2	530.1	9.3	17,500,635	65.8	21,764	33,014	9,255,751	61.8	11,793	17,460	.6447	.6307
Clermont	122.4	147.6	20.6	50.6	29.7	1,982,880	114.5	23,699	39,187	776,233	103.4	9,787	15,341	.0525	.0648
Hamilton	878.1	862.5	−1.8	339.4	5.7	10,871,574	55.3	21,808	32,032	6,022,489	53.2	12,239	17,745	.4284	.3959
Warren	93.3	102.8	10.2	34.8	18.4	1,181,567	79.3	22,415	33,953	530,262	76.9	10,198	15,237	.0390	.0413
Dearborn, Ind.	33.4	36.9	10.5	13.4	17.5	316,476	70.5	16,282	23,618	152,875	71.1	7,840	11,409	.0118	.0121
Boone, Ky.	41.9	50.0	19.3	16.1	26.8	613,788	106.6	23,394	38,123	676,285	97.9	26,912	42,005	.0245	.0292
Campbell, Ky.	84.2	82.5	−2.0	28.5	4.0	923,343	66.0	20,306	32,398	379,099	57.8	8,766	13,302	.0329	.0317
Kenton, Ky.	132.5	134.2	1.3	47.3	7.3	1,611,007	72.7	21,152	34,059	718,508	64.1	9,931	15,190	.0556	.0557
CINCINNATI - HAMILTON CONSOLIDATED AREA	1,647.7	1,711.0	3.8	633.9	10.9	20,935,496	68.0	21,803	33,026	10,772,993	63.9	11,505	16,995	.7559	.7498
CLEVELAND	1,934.4	1,893.8	−2.1	715.6	4.5	24,148,216	50.2	23,474	33,745	12,637,006	51.8	12,155	17,659	.9528	.8625
Cuyahoga	1,531.3	1,440.3	−5.9	564.6	1.0	18,801,922	45.1	23,177	33,301	9,677,994	46.3	11,830	17,141	.7621	.6653
Geauga	74.0	85.3	15.3	27.6	23.2	962,012	71.0	25,112	34,856	433,619	75.0	11,059	15,711	.0325	.0337
Lake	214.7	226.4	5.4	76.2	12.4	2,999,677	68.9	26,194	39,366	1,640,248	66.9	14,498	21,526	.1076	.1078
Medina	114.4	141.8	24.0	47.2	32.2	1,384,605	76.8	21,932	29,335	885,145	83.9	13,479	18,753	.0506	.0557
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	2,868.8	2,826.5	−1.5	1,055.8	5.3	34,564,034	50.3	22,945	32,737	18,247,875	51.7	12,002	17,283	1.3758	1.2479
COLUMBUS	1,110.2	1,167.6	5.2	444.1	13.3	14,265,420	66.7	21,827	32,122	7,641,078	63.1	11,949	17,206	.5227	.5174
Delaware	54.3	61.2	12.7	22.5	21.6	600,327	67.9	19,324	26,681	228,544	68.8	7,317	10,158	.0206	.0210
Fairfield	91.1	100.4	10.2	36.5	17.7	897,638	67.6	17,278	24,593	483,541	69.7	9,193	13,248	.0344	.0349
Franklin	885.3	922.8	4.2	356.7	12.5	11,962,696	66.3	22,674	33,537	6,559,449	62.2	12,749	18,389	.4387	.4322
Madison	33.0	33.8	2.4	11.4	9.6	324,417	67.7	18,596	28,458	154,249	64.8	9,001	13,531	.0121	.0119
Pickaway	46.5	49.4	6.2	17.0	14.1	480,342	73.2	18,608	28,255	215,295	70.7	8,464	12,664	.0169	.0174
DAYTON	838.1	846.6	1.0	316.5	8.3	9,794,823	51.5	22,115	30,947	5,078,054	51.9	11,440	16,044	.3881	.3555
Greene	133.9	137.7	2.8	44.0	9.5	1,628,384	63.1	24,833	37,009	681,929	62.0	10,472	15,498	.0571	.0556
Miami	88.4	90.9	2.8	34.8	10.1	859,956	45.6	18,696	24,711	487,112	52.0	10,139	13,997	.0369	.0334
Montgomery	578.3	578.4	.0	223.1	7.5	6,880,543	48.8	22,272	30,841	3,730,458	49.5	12,020	16,721	.2793	.2517
Preble	37.5	39.6	5.6	14.6	13.2	425,940	69.4	19,495	29,174	178,555	66.6	8,307	12,230	.0148	.0148
HAMILTON - MIDDLETOWN	261.9	294.5	12.4	103.8	20.1	3,434,861	80.6	22,018	33,091	1,517,242	77.6	9,886	14,617	.1112	.1191
Butler	261.9	294.5	12.4	103.8	20.1	3,434,861	80.6	22,018	33,091	1,517,242	77.6	9,886	14,617	.1112	.1191
LIMA	210.4	212.1	.8	76.8	8.0	2,347,013	62.0	20,375	30,560	1,358,599	58.2	12,077	17,690	.0927	.0890
Allen	106.8	106.0	−.7	38.7	6.0	1,226,866	55.7	21,583	31,702	822,942	54.7	14,574	21,265	.0519	.0483
Auglaize	42.4	44.4	4.7	15.9	12.0	483,450	71.7	19,833	30,406	234,603	66.5	9,921	14,755	.0173	.0174
Putnam	31.3	29.1	−7.0	9.4	.0	246,735	47.1	17,843	26,248	126,739	46.9	9,179	13,483	.0109	.0097
Van Wert	29.9	32.6	9.0	12.8	16.4	389,962	84.4	19,226	30,466	174,315	75.2	9,047	13,618	.0126	.0136
LORAIN - ELYRIA	274.9	287.6	4.6	100.3	12.6	3,493,206	67.8	23,370	34,828	1,625,731	64.0	11,124	16,209	.1226	.1219
Lorain	274.9	287.6	4.6	100.3	12.6	3,493,206	67.8	23,370	34,828	1,625,731	64.0	11,124	16,209	.1226	.1219
MANSFIELD	130.0	130.0	.0	47.2	6.5	1,374,676	53.2	20,253	29,124	905,946	52.7	13,393	19,194	.0596	.0547
Richland	130.0	130.0	.0	47.2	6.5	1,374,676	53.2	20,253	29,124	905,946	52.7	13,393	19,194	.0596	.0547
△ **NEWARK**	119.7	129.5	8.2	46.9	15.5	1,119,715	55.9	17,689	23,875	641,972	58.1	10,001	13,688	.0467	.0448
Licking	119.7	129.5	8.2	46.9	15.5	1,119,715	55.9	17,689	23,875	641,972	58.1	10,001	13,688	.0467	.0448
PARKERSBURG - MARIETTA	159.0	173.3	9.0	63.7	15.8	2,037,018	88.9	19,609	31,978	1,252,228	79.4	12,692	19,658	.0713	.0777
Washington	61.1	65.9	7.9	23.9	14.9	632,825	72.6	17,626	26,478	412,360	70.9	11,604	17,254	.0249	.0256
Wirt, W. Va.	5.1	5.4	5.9	1.9	11.8	40,927	89.8	12,684	21,541	10,362	78.9	3,407	5,454	.0013	.0014
Wood, W. Va.	92.8	102.0	9.9	37.9	16.6	1,363,266	97.5	21,241	35,970	829,506	84.0	13,874	21,887	.0451	.0507
SPRINGFIELD	182.5	181.6	−.5	66.7	6.2	1,854,604	49.8	19,720	27,805	980,222	50.4	10,376	14,696	.0767	.0695
Champaign	33.3	34.7	4.2	12.8	11.3	297,048	49.4	17,285	23,207	139,891	54.0	7,900	10,929	.0121	.0112
Clark	149.2	146.9	−1.5	53.9	5.1	1,557,556	49.8	20,266	28,897	840,331	49.8	10,932	15,591	.0646	.0583
STEUBENVILLE - WEIRTON	161.4	154.7	−4.2	57.3	2.3	2,095,327	69.2	22,114	36,568	869,032	58.2	9,812	15,166	.0713	.0694
Jefferson	91.8	90.1	−1.9	33.7	5.0	1,089,413	66.9	20,340	32,327	557,268	59.2	10,908	16,536	.0403	.0391
Brooke, W. Va.	30.3	28.6	−5.6	10.6	1.0	471,181	81.7	24,691	44,451	111,556	63.1	6,514	10,524	.0130	.0134
Hancock, W. Va.	39.3	36.0	−8.4	13.0	−3.0	534,733	63.9	24,346	41,133	200,208	52.9	9,771	15,401	.0180	.0169
TOLEDO	784.9	797.9	1.7	304.4	8.7	10,742,615	65.6	23,154	35,291	5,268,883	61.2	11,670	17,309	.3817	.3726
Fulton	37.3	38.2	2.4	13.6	10.6	414,011	62.7	20,687	30,442	211,457	59.0	10,810	15,548	.0157	.0151
Lucas	468.5	459.0	−2.0	184.0	4.9	6,514,163	58.6	23,424	35,403	3,341,841	55.2	12,278	18,162	.2420	.2268
Ottawa	39.6	40.3	1.8	14.6	8.1	452,087	66.1	20,166	30,965	224,771	62.9	10,221	15,395	.0166	.0162
Wood	106.8	117.8	10.3	42.5	18.1	1,502,393	79.1	23,303	35,350	744,084	75.2	11,799	17,508	.0499	.0529
Monroe, Mich.	132.7	142.6	7.5	49.7	15.9	1,859,961	83.9	23,576	37,424	746,730	78.0	9,780	15,025	.0575	.0616
YOUNGSTOWN - WARREN	547.1	558.5	2.1	193.6	8.8	6,438,019	63.7	22,098	33,254	3,436,938	60.3	12,047	17,753	.2433	.2361
Mahoning	295.6	292.3	−1.1	104.1	6.0	3,260,160	58.6	20,936	31,318	1,755,842	55.4	11,508	16,867	.1283	.1207
Trumbull	251.5	266.2	5.8	89.5	12.2	3,177,859	69.3	23,528	35,507	1,681,096	65.7	12,710	18,783	.1150	.1154
TOTAL METRO COUNTIES	8,722.3	8,838.0	1.3	3,301.3	8.5	105,951,948	58.6	22,035	32,094	56,107,593	56.7	11,764	16,996	4.0687	3.8434
TOTAL STATE	10,811.6	11,021.9	1.9	4,093.9	9.1	126,348,966	58.8	21,195	30,863	67,338,283	57.5	11,394	16,448	4.8789	4.6339

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
OKLAHOMA															
ENID	66.2	76.4	15.4	31.8	24.2	850,192	90.3	17,452	26,736	507,855	83.0	10,842	15,970	.0290	.0326
Garfield	66.2	76.4	15.4	31.8	24.2	850,192	90.3	17,452	26,736	507,855	83.0	10,842	15,970	.0290	.0326
LAWTON	123.9	137.1	10.7	45.4	19.5	1,473,019	82.0	21,298	32,445	583,432	73.6	8,845	12,851	.0475	.0508
Comanche	123.9	137.1	10.7	45.4	19.5	1,473,019	82.0	21,298	32,445	583,432	73.6	8,845	12,851	.0475	.0508
OKLAHOMA CITY	809.1	882.2	9.0	355.9	17.8	12,042,068	91.7	20,804	33,836	6,600,119	79.7	12,165	18,545	.3912	.4307
Canadian	54.4	71.9	32.2	27.0	43.6	832,038	133.8	18,928	30,816	442,224	117.2	10,829	16,379	.0228	.0304
Cleveland	113.9	133.3	17.0	50.2	26.8	1,819,590	111.8	21,691	36,247	687,121	95.9	8,859	13,688	.0486	.0588
McClain	23.0	28.3	23.0	11.3	32.9	222,719	92.9	13,583	19,710	104,013	90.7	6,418	9,205	.0075	.0086
Oklahoma	564.4	590.3	4.6	243.4	13.4	8,613,426	85.3	21,648	35,388	5,057,371	75.1	13,455	20,778	.2921	.3115
Pottawatomie	53.4	58.4	9.4	24.0	17.6	554,295	81.9	14,938	23,096	309,390	75.8	8,625	12,891	.0202	.0214
TULSA	642.1	714.7	11.3	295.8	20.8	9,116,676	90.1	19,587	30,820	5,028,470	79.4	11,447	17,000	.3005	.3310
Creek	55.8	67.9	21.7	28.7	32.9	776,187	118.5	16,445	27,045	288,301	102.2	6,601	10,045	.0207	.0259
Mayes	31.7	34.5	8.8	14.4	18.0	343,639	97.2	14,282	23,864	166,833	84.8	7,400	11,586	.0113	.0127
Osage	37.0	44.2	19.5	18.6	29.2	493,124	107.0	16,540	26,512	110,421	93.5	3,963	5,937	.0126	.0152
Rogers	38.4	44.7	16.4	17.6	25.7	379,869	79.2	15,142	21,583	211,056	79.3	8,410	11,992	.0139	.0151
Tulsa	447.2	485.2	8.5	202.1	18.0	6,780,629	85.9	21,295	33,551	4,172,794	77.3	13,742	20,647	.2325	.2510
Wagoner	32.0	38.2	19.4	14.4	27.4	343,228	104.9	14,823	23,835	79,065	94.8	3,591	5,491	.0095	.0111
TOTAL METRO COUNTIES	1,710.5	1,887.6	10.4	759.4	19.5	23,996,936	90.3	19,845	31,600	12,988,526	79.4	11,394	17,104	.7882	.8665
TOTAL STATE	2,970.7	3,265.4	9.9	1,327.3	18.9	38,344,224	93.3	17,762	28,889	20,046,747	81.1	9,911	15,103	1.2549	1.3915
OREGON															
EUGENE - SPRINGFIELD	267.9	306.4	14.4	118.9	22.1	3,654,587	95.6	19,185	30,737	2,361,416	86.3	13,011	19,861	.1246	.1413
Lane	267.9	306.4	14.4	118.9	22.1	3,654,587	95.6	19,185	30,737	2,361,416	86.3	13,011	19,861	.1246	.1413
PORTLAND	1,188.4	1,295.7	9.0	516.0	15.7	17,368,267	82.2	21,375	33,659	9,487,601	72.6	12,324	18,387	.5872	.6228
Clackamas	231.6	272.7	17.7	103.0	25.8	3,831,849	104.2	22,915	37,202	1,536,390	92.2	9,758	14,916	.1059	.1250
Multnomah	553.5	544.9	-1.6	232.5	5.1	7,286,053	65.3	19,925	31,338	4,551,992	58.7	12,968	19,578	.2829	.2730
Washington	224.0	264.5	18.1	99.3	25.9	3,524,854	88.0	23,764	35,497	2,372,597	84.4	16,312	23,893	.1216	.1356
Clark, Wash.	*179.3*	*213.6*	*19.1*	*81.2*	*26.9*	*2,725,511*	*98.4*	*21,469*	*33,565*	*1,026,622*	*89.5*	*8,466*	*12,643*	*.0768*	*.0892*
SALEM	237.1	270.3	14.0	104.1	21.8	2,998,218	94.2	18,062	28,801	1,809,069	87.0	11,315	17,378	.1019	.1151
Marion	192.5	222.0	15.3	85.6	23.2	2,552,426	99.6	18,400	29,818	1,645,005	89.3	12,504	19,217	.0862	.0994
Polk	44.6	48.3	8.3	18.5	15.6	445,792	67.9	16,591	24,097	164,064	66.7	6,153	8,868	.0157	.0157
TOTAL METRO COUNTIES	1,514.1	1,658.8	9.6	657.8	16.4	21,295,561	84.0	20,485	32,374	12,631,464	75.7	12,727	19,203	.7369	.7900
TOTAL STATE	2,534.5	2,810.2	10.9	1,108.8	18.0	33,934,116	86.9	19,319	30,604	20,541,874	78.5	12,248	18,526	1.1786	1.2816
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM - EASTON	627.1	639.5	2.0	246.5	8.9	8 074,481	64.7	21,651	32,757	4,097,115	61.5	11,208	16,621	.2939	.2863
Carbon	51.5	52.0	1.0	20.5	7.3	483,279	60.5	15,767	23,575	231,686	56.1	7,771	11,302	.0190	.0180
Lehigh	265.4	265.0	–.2	104.0	6.7	3,639,330	62.3	22,994	34,994	2,169,440	59.8	13,922	20,860	.1390	.1336
Northampton	225.3	229.7	2.0	86.9	8.8	2,743,116	59.9	21,469	31,566	1,126,372	57.9	8,930	12,962	.0975	.0930
Warren, N. J.	*84.9*	*92.8*	*9.3*	*35.1*	*17.4*	*1,208,756*	*87.9*	*21,515*	*34,437*	*569,617*	*79.1*	*10,637*	*16,228*	*.0384*	*.0417*
ALTOONA	134.4	136.0	1.2	53.1	8.6	1,367,299	61.2	17,342	25,750	885,344	58.9	11,396	16,673	.0571	.0547
Blair	134.4	136.0	1.2	53.1	8.6	1,367,299	61.2	17,342	25,750	885,344	58.9	11,396	16,673	.0571	.0547
ERIE	268.3	255.9	–4.6	90.5	1.5	2,580,634	49.2	19,397	28,515	1,534,070	49.0	11,545	16,951	.1125	.1007
Erie	268.3	255.9	–4.6	90.5	1.5	2,580,634	49.2	19,397	28,515	1,534,070	49.0	11,545	16,951	.1125	.1007
HARRISBURG	435.6	450.3	3.4	177.1	10.9	6,670,304	81.9	22,966	37,664	3,450,461	73.1	12,479	19,483	.2199	.2310
Cumberland	176.2	188.4	6.9	71.1	14.9	3,027,938	87.6	26,075	42,587	1,652,211	79.3	14,884	23,238	.0968	.1053
Dauphin	224.3	223.0	–.6	91.4	6.9	3,282,791	77.2	21,669	35,917	1,640,839	67.0	11,491	17,952	.1106	.1127
Perry	35.1	38.9	10.8	14.6	18.7	359,575	78.9	16,342	24,628	157,411	76.8	7,237	10,782	.0125	.0130
JOHNSTOWN	267.3	261.1	–2.3	99.6	5.3	3,324,465	77.1	19,848	33,378	1,587,252	64.7	10,186	15,936	.1146	.1157
Cambria	186.8	177.9	–4.8	66.8	2.6	2,287,288	72.2	20,407	34,241	1,177,064	61.2	11,219	17,621	.0824	.0812
Somerset	80.5	83.2	3.4	32.8	11.2	1,037,177	88.9	18,615	31,621	410,188	75.8	7,908	12,506	.0322	.0345
LANCASTER	354.1	376.4	6.3	142.3	14.4	4,559,652	71.2	21,409	32,043	2,349,663	67.7	11,260	16,512	.1616	.1638
Lancaster	354.1	376.4	6.3	142.3	14.4	4,559,652	71.2	21,409	32,043	2,349,663	67.7	11,260	16,512	.1616	.1638
NORTHEAST PENNSYLVANIA	634.5	638.0	.6	247.8	7.3	6,514,472	61.5	17,466	26,289	3,687,817	59.2	10,027	14,882	.2603	.2493
Lackawanna	236.1	239.3	1.4	94.2	8.7	2,435,929	61.8	17,367	25,859	1,315,371	59.0	9,541	13,964	.0959	.0919
Luzerne	337.0	328.4	–2.6	127.2	3.8	3,355,256	57.5	17,371	26,378	1,798,980	53.7	9,546	14,143	.1358	.1264
Monroe	61.4	70.3	14.5	26.4	21.7	723,287	81.2	18,393	27,397	573,466	80.0	14,682	21,722	.0286	.0310
PHILADELPHIA	4,771.5	4,706.5	–1.4	1,729.9	5.3	58,274,749	55.0	22,879	33,687	26,864,291	54.6	10,577	15,529	2.1791	2.0193
Bucks	475.9	501.3	5.3	172.1	12.9	6,281,775	65.1	24,945	36,501	3,534,242	63.8	14,144	20,536	.2334	.2300
Chester	307.6	325.4	5.8	111.1	13.3	4,057,813	60.8	25,721	36,524	1,780,056	63.0	11,133	16,022	.1427	.1385
Delaware	567.2	535.6	–5.6	195.2	1.1	6,923,260	45.7	24,628	35,468	3,169,231	46.7	11,191	16,236	.2711	.2375
Montgomery	627.6	620.5	–1.1	228.1	6.0	9,154,253	48.0	28,746	40,133	4,562,189	50.0	14,129	20,001	.3505	.3139
Philadelphia	1,753.9	1,654.0	–5.7	653.2	.7	19,008,333	51.1	19,381	29,100	7,045,882	47.3	7,373	10,787	.7085	.6340
Burlington, N. J.	*361.3*	*374.8*	*3.7*	*117.2*	*10.9*	*4,213,746*	*61.1*	*24,741*	*35,953*	*2,229,941*	*60.9*	*13,109*	*19,027*	*.1602*	*.1548*
Camden, N. J.	*474.1*	*469.3*	*–1.0*	*173.3*	*6.6*	*6,141,603*	*64.3*	*22,987*	*35,439*	*3,017,142*	*59.0*	*11,668*	*17,410*	*.2223*	*.2143*
Gloucester, N. J.	*203.9*	*225.6*	*10.6*	*79.7*	*19.3*	*2,493,966*	*79.5*	*20,802*	*31,292*	*1,525,608*	*77.5*	*12,864*	*19,142*	*.0904*	*.0963*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*5,611.9*	*5,537.6*	*–1.3*	*2,035.9*	*5.4*	*69,463,193*	*56.1*	*23,041*	*34,119*	*32,078,530*	*55.0*	*10,714*	*15,756*	*2.5805*	*2.4017*
PITTSBURGH	2,249.7	2,169.9	–3.5	834.6	3.5	25,382,649	51.8	20,724	30,413	13,195,929	50.5	10,869	15,811	1.0156	.9205
Allegheny	1,454.9	1,384.2	–4.9	537.8	2.0	16,973,486	49.4	21,561	31,561	8,718,402	48.4	11,144	16,211	.6808	.6075
Beaver	204.2	199.7	–2.2	74.7	4.9	2,394,637	64.6	20,429	32,057	1,120,371	59.0	9,899	14,998	.0871	.0839

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
PA (cont.)															
Washington	215.1	214.0	–.5	82.0	6.9	2,164,934	56.6	18,025	26,402	1,271,531	54.8	10,707	15,506	.0898	.0841
Westmoreland	375.5	372.0	–.9	140.1	6.4	3,849,592	53.0	19,107	27,477	2,085,625	52.5	10,388	14,887	.1579	.1450
READING	**306.5**	**312.6**	**2.0**	**128.7**	**10.1**	**4,135,786**	**66.8**	**21,215**	**32,135**	**1,978,677**	**62.6**	**10,411**	**15,374**	**.1455**	**.1430**
Berks	306.5	312.6	2.0	128.7	10.1	4,135,786	66.8	21,215	32,135	1,978,677	62.6	10,411	15,374	.1455	.1430
WILLIAMSPORT	**113.6**	**110.0**	**–3.2**	**40.8**	**2.8**	**1,027,322**	**49.5**	**17,304**	**25,179**	**679,066**	**50.0**	**11,405**	**16,644**	**.0468**	**.0421**
Lycoming	113.6	110.0	–3.2	40.8	2.8	1,027,322	49.5	17,304	25,179	679,066	50.0	11,405	16,644	.0468	.0421
YORK	**359.9**	**379.2**	**5.4**	**142.6**	**12.1**	**4,156,210**	**60.3**	**20,389**	**29,146**	**2,150,628**	**60.7**	**10,524**	**15,082**	**.1578**	**.1525**
Adams	63.8	68.7	7.7	23.6	14.0	749,463	61.4	22,429	31,757	302,095	63.8	8,909	12,801	.0264	.0258
York	296.1	310.5	4.9	119.0	11.7	3,406,747	60.0	19,992	28,628	1,848,533	60.2	10,838	15,534	.1314	.1267
TOTAL METRO COUNTIES	**9,436.1**	**9,307.6**	**–1.4**	**3,541.0**	**5.5**	**112,269,670**	**56.8**	**21,337**	**31,706**	**55,238,746**	**55.3**	**10,603**	**15,600**	**4.2659**	**3.9820**
TOTAL STATE	**11,769.5**	**11,664.9**	**–.9**	**4,397.0**	**5.9**	**133,959,217**	**57.5**	**20,489**	**30,466**	**68,331,646**	**55.8**	**10,563**	**15,541**	**5.1719**	**4.8488**
RHODE ISLAND															
PROVIDENCE - WARWICK - PAWTUCKET	**849.2**	**845.0**	**–.5**	**318.7**	**7.1**	**9,647,916**	**59.9**	**20,263**	**30,273**	**4,373,802**	**55.2**	**9,466**	**13,724**	**.3584**	**.3385**
Bristol	46.5	45.2	–2.8	16.0	5.3	459,908	41.3	21,410	28,744	143,592	42.1	6,648	8,975	.0177	.0153
Kent	152.3	154.2	1.2	55.5	9.0	1,811,106	61.1	22,082	32,633	1,067,065	56.9	13,361	19,226	.0715	.0681
Providence	561.5	548.8	–2.3	215.0	5.4	6,212,389	57.5	19,332	28,895	2,640,117	52.4	8,495	12,280	.2311	.2149
Washington	88.9	96.8	8.9	32.2	16.7	1,164,513	82.2	23,154	36,165	523,028	72.1	11,013	16,243	.0381	.0402
TOTAL METRO COUNTIES	**849.2**	**845.0**	**–.5**	**318.7**	**7.1**	**9,647,916**	**59.9**	**20,263**	**30,273**	**4,373,802**	**55.2**	**9,466**	**13,724**	**.3584**	**.3385**
TOTAL STATE	**933.1**	**927.3**	**–.6**	**346.6**	**6.9**	**10,455,288**	**58.2**	**20,377**	**30,165**	**4,715,688**	**54.2**	**9,430**	**13,606**	**.3918**	**.3674**
SOUTH CAROLINA															
△ **ANDERSON**	**122.8**	**135.6**	**10.4**	**53.0**	**19.1**	**1,448,948**	**82.7**	**17,822**	**27,339**	**894,840**	**77.2**	**11,349**	**16,884**	**.0527**	**.0566**
Anderson	122.8	135.6	10.4	53.0	19.1	1,448,948	82.7	17,822	27,339	894,840	77.2	11,349	16,884	.0527	.0566
CHARLESTON - NORTH CHARLESTON	**398.2**	**423.3**	**6.3**	**141.8**	**14.4**	**3,944,474**	**71.3**	**18,568**	**27,817**	**2,224,971**	**64.2**	**10,925**	**15,691**	**.1529**	**.1538**
Berkeley	82.8	98.3	18.7	30.0	26.1	799,939	105.0	16,395	26,665	232,611	96.5	4,974	7,754	.0236	.0277
Charleston	262.4	260.5	–.7	90.4	7.7	2,688,935	61.8	19,812	29,745	1,734,807	58.2	13,072	19,190	.1121	.1070
Dorchester	53.0	64.5	21.7	21.4	31.3	455,600	82.2	15,338	21,290	257,553	84.4	8,568	12,035	.0172	.0191
COLUMBIA	**388.2**	**423.4**	**9.1**	**138.6**	**17.6**	**4,698,504**	**84.6**	**21,593**	**33,900**	**2,601,345**	**75.2**	**12,594**	**18,769**	**.1639**	**.1752**
Lexington	135.5	160.3	18.3	56.6	26.3	1,712,080	97.2	19,375	30,249	741,089	89.0	8,754	13,093	.0524	.0601
Richland	252.7	263.1	4.1	82.0	12.2	2,986,424	78.0	22,952	36,420	1,860,256	70.3	14,947	22,686	.1115	.1151
GREENVILLE - SPARTANBURG	**546.8**	**583.2**	**6.7**	**216.5**	**14.7**	**6,670,619**	**82.3**	**19,382**	**30,811**	**3,760,870**	**74.5**	**11,416**	**17,371**	**.2351**	**.2488**
Greenville	275.7	292.4	6.1	108.7	13.8	3,633,265	84.4	20,634	33,425	2,022,159	74.9	12,107	18,603	.1248	.1328
Pickens	72.6	81.3	12.0	28.5	20.3	678,930	70.4	16,816	23,822	401,700	72.8	9,807	14,095	.0267	.0276
Spartanburg	198.5	209.5	5.5	79.3	13.9	2,358,424	82.8	18,537	29,741	1,337,011	74.4	11,017	16,860	.0836	.0884
TOTAL METRO COUNTIES	**1,556.7**	**1,674.8**	**7.6**	**589.7**	**15.8**	**18,131,521**	**81.4**	**19,635**	**30,747**	**10,040,730**	**72.9**	**11,402**	**17,027**	**.6454**	**.6801**
TOTAL STATE	**2,967.9**	**3,177.4**	**7.1**	**1,106.1**	**15.4**	**32,868,278**	**85.9**	**18,442**	**29,715**	**17,934,166**	**76.6**	**10,593**	**16,214**	**1.1573**	**1.2407**

In South Carolina, Metro Greenville is the No. 1:

☐ Food Market
☐ Automotive Market
☐ Home Furnishings Market
☐ Building Supply Market
☐ Drugstore Market
☐ Market for Effective Buying Income
☐ Apparel/Accessories Market
☐ White-collar Employment Market
☐ Market for Population
☐ Market for Households
☐ Market for Total Retail Sales
☑ ALL OF THE ABOVE

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
SOUTH DAKOTA															
RAPID CITY	**96.0**	**105.7**	**10.1**	**37.2**	**17.0**	**1,032,419**	**61.3**	**20,122**	**27,753**	**796,217**	**61.9**	**15,468**	**21,404**	**.0452**	**.0442**
Meade	21.4	23.8	11.2	7.1	18.3	258,381	78.8	24,090	36,392	83,158	73.1	8,005	11,712	.0082	.0085
Pennington	74.6	81.9	9.8	30.1	16.7	774,038	56.3	19,199	25,716	713,059	60.6	17,204	23,690	.0370	.0357
SIOUX FALLS	**105.5**	**112.6**	**6.7**	**40.6**	**13.4**	**1,405,269**	**70.2**	**23,065**	**34,613**	**1,128,209**	**66.6**	**18,920**	**27,788**	**.0579**	**.0584**
Minnehaha	105.5	112.6	6.7	40.6	13.4	1,405,269	70.2	23,065	34,613	1,128,209	66.6	18,920	27,788	.0579	.0584
TOTAL METRO COUNTIES	**201.5**	**218.3**	**8.3**	**77.8**	**15.1**	**2,437,688**	**66.3**	**21,681**	**31,333**	**1,924,426**	**64.6**	**17,296**	**24,736**	**.1031**	**.1026**
TOTAL STATE	**702.4**	**719.4**	**2.4**	**263.6**	**9.2**	**7,127,949**	**55.1**	**19,043**	**27,041**	**4,415,011**	**55.6**	**11,751**	**16,749**	**.3013**	**.2824**
TENNESSEE															
CHATTANOOGA	**409.0**	**434.8**	**6.3**	**177.7**	**13.8**	**4,490,101**	**67.1**	**17,200**	**25,268**	**2,599,688**	**63.8**	**10,160**	**14,630**	**.1736**	**.1727**
Hamilton	275.1	293.2	6.6	126.2	13.8	3,079,574	60.3	17,325	24,402	1,990,898	60.0	11,220	15,776	.1264	.1222
Marion	22.9	25.5	11.4	9.2	19.5	292,626	134.1	16,236	31,807	128,256	104.6	8,141	13,941	.0080	.0101
Sequatchie	7.7	8.7	13.0	2.8	16.7	101,123	145.9	17,138	36,115	32,223	113.6	6,287	11,508	.0026	.0033
Catoosa, Ga.	*37.2*	*44.3*	*19.1*	*16.5*	*28.9*	*435,221*	*100.1*	*16,996*	*26,377*	*208,860*	*95.4*	*8,351*	*12,658*	*.0136*	*.0161*
Dade, Ga.	*12.0*	*11.9*	*-.8*	*4.4*	*10.0*	*121,554*	*88.9*	*16,091*	*27,626*	*59,287*	*77.3*	*8,362*	*13,474*	*.0041*	*.0044*
Walker, Ga.	*54.1*	*51.2*	*-5.4*	*18.6*	*1.1*	*460,003*	*45.0*	*17,242*	*24,731*	*180,164*	*44.7*	*6,769*	*9,686*	*.0189*	*.0186*
CLARKSVILLE - HOPKINSVILLE	**159.6**	**181.2**	**13.5**	**56.6**	**21.2**	**1,691,163**	**89.9**	**19,067**	**29,879**	**964,189**	**81.3**	**11,388**	**17,035**	**.0599**	**.0660**
Montgomery	84.6	97.9	15.7	31.4	24.1	906,667	88.6	19,006	28,875	558,506	81.2	12,180	17,787	.0328	.0363
Christian, Ky.	*75.0*	*83.3*	*11.1*	*25.2*	*17.8*	*784,496*	*91.5*	*19,138*	*31,131*	*405,683*	*81.4*	*10,451*	*16,099*	*.0271*	*.0297*
△ **JACKSON**	**73.5**	**76.0**	**3.4**	**28.2**	**10.6**	**932,786**	**97.0**	**18,567**	**33,078**	**613,923**	**80.8**	**13,319**	**21,770**	**.0328**	**.0362**
Madison	73.5	76.0	3.4	28.2	10.6	932,786	97.0	18,567	33,078	613,923	80.8	13,319	21,770	.0328	.0362
JOHNSON CITY - KINGSPORT - BRISTOL	**417.3**	**438.4**	**5.1**	**163.9**	**12.4**	**4,044,441**	**73.6**	**15,982**	**24,676**	**2,615,209**	**66.4**	**10,777**	**15,956**	**.1633**	**.1652**
Carter	48.3	51.2	6.0	19.4	13.5	373,634	65.3	13,216	19,259	172,664	62.6	6,208	8,900	.0150	.0149
Hawkins	39.1	43.4	11.0	15.7	18.9	482,237	126.9	16,098	30,716	131,514	99.8	4,986	8,377	.0124	.0152
Sullivan	139.4	145.6	4.4	55.0	11.8	1,290,842	55.3	16,898	23,470	1,051,658	58.9	13,455	19,121	.0607	.0577
Unicoi	16.4	16.1	−1.8	6.1	5.2	97,160	36.6	12,267	15,928	42,900	42.5	5,192	7,033	.0047	.0039
Washington	85.5	89.8	5.0	32.6	12.4	962,156	80.5	18,379	29,514	594,196	73.1	11,838	18,227	.0359	.0375
Bristol, Va.	*20.7*	*22.1*	*6.0*	*9.2*	*16.5*	*158,253*	*62.3*	*12,345*	*17,201*	*323,269*	*65.6*	*24,711*	*35,138*	*.0115*	*.0114*
Scott, Va.	*25.0*	*25.3*	*1.2*	*9.6*	*9.1*	*206,507*	*75.4*	*13,377*	*21,511*	*86,795*	*66.9*	*5,910*	*9,041*	*.0078*	*.0077*
Washington, Va.	*42.9*	*44.9*	*4.7*	*16.3*	*10.1*	*473,652*	*96.7*	*16,273*	*29,058*	*212,213*	*81.9*	*7,884*	*13,019*	*.0153*	*.0169*
KNOXVILLE	**460.4**	**497.2**	**8.0**	**187.1**	**15.3**	**5,775,474**	**85.5**	**19,180**	**30,868**	**3,436,584**	**75.8**	**12,044**	**18,368**	**.2040**	**.2184**
Anderson	65.9	71.4	8.3	26.4	14.3	713,545	72.4	17,918	27,028	444,783	70.3	11,303	16,848	.0276	.0282
Blount	76.1	87.4	14.8	33.4	22.8	970,202	98.7	17,947	29,048	523,816	87.9	10,247	15,683	.0314	.0359
Knox	306.5	325.2	6.1	122.9	13.6	3,991,372	84.5	19,995	32,477	2,442,967	74.2	12,958	19,878	.1419	.1508
Union	11.9	13.2	10.9	4.4	15.8	100,355	112.0	12,456	22,808	25,018	93.3	3,406	5,686	.0031	.0035
MEMPHIS	**904.7**	**942.8**	**4.2**	**337.2**	**12.3**	**10,822,740**	**80.2**	**19,997**	**32,096**	**5,858,338**	**70.4**	**11,442**	**17,373**	**.3833**	**.3986**
Shelby	768.8	798.4	3.9	290.3	12.0	9,572,813	79.3	20,602	32,976	5,205,417	69.8	11,834	17,931	.3379	.3500
Tipton	32.5	35.4	8.9	12.2	16.2	242,865	77.2	13,050	19,907	116,403	68.9	6,562	9,541	.0095	.0099
Crittenden, Ark.	*49.4*	*49.7*	*.6*	*16.4*	*8.6*	*478,194*	*89.1*	*16,749*	*29,158*	*328,582*	*75.0*	*12,433*	*20,035*	*.0186*	*.0197*
De Soto, Miss.	*54.0*	*59.3*	*9.8*	*18.3*	*16.6*	*528,868*	*89.5*	*17,776*	*28,900*	*207,936*	*81.7*	*7,290*	*11,363*	*.0173*	*.0190*
NASHVILLE-DAVIDSON	**803.0**	**873.6**	**8.8**	**331.7**	**16.7**	**10,752,490**	**82.6**	**20,723**	**32,416**	**6,269,073**	**74.6**	**12,633**	**18,900**	**.3757**	**.3993**
Cheatham	19.0	22.5	18.4	7.4	23.3	194,401	98.1	16,358	26,270	64,253	85.9	5,761	8,683	.0059	.0068
Davidson	459.5	476.0	3.6	185.3	11.5	6,518,013	73.6	22,596	35,175	4,197,431	68.3	15,002	22,652	.2418	.2457
Dickson	29.1	33.4	14.8	12.9	22.9	296,454	87.9	15,030	22,981	184,510	82.5	9,631	14,303	.0109	.0120
Robertson	33.4	36.6	9.6	13.7	17.1	369,192	95.6	16,132	26,948	196,875	85.5	9,069	14,370	.0124	.0139
Rutherford	79.5	91.5	15.1	31.7	23.3	885,956	91.4	18,012	27,948	542,305	84.7	11,422	17,107	.0313	.0350
Sumner	78.9	91.4	15.8	34.8	25.2	1,112,831	105.0	19,526	31,978	461,485	93.1	8,597	13,261	.0320	.0376
Williamson	53.2	62.4	17.3	22.2	25.4	670,718	94.1	19,524	30,213	357,398	89.8	10,640	16,099	.0217	.0248
Wilson	50.4	59.8	18.7	23.7	27.4	704,925	108.5	18,176	29,744	264,816	97.0	7,228	11,174	.0197	.0235
TOTAL METRO COUNTIES	**2,857.2**	**3,052.0**	**6.8**	**1,147.9**	**14.5**	**34,862,447**	**79.8**	**19,351**	**30,371**	**20,344,215**	**71.6**	**11,832**	**17,723**	**1.2584**	**1.3149**
TOTAL STATE	**4,425.3**	**4,747.0**	**7.3**	**1,784.9**	**14.9**	**49,668,036**	**82.0**	**17,570**	**27,827**	**28,351,583**	**73.1**	**10,542**	**15,884**	**1.7961**	**1.8956**

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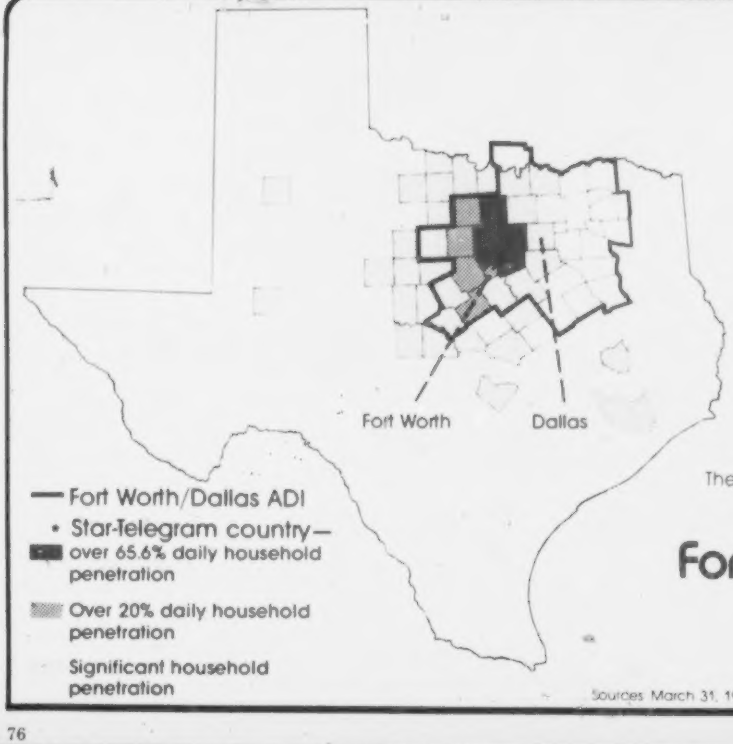
S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total House-holds (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
TEXAS															
ABILENE	**134.7**	**139.3**	**3.4**	**54.9**	**10.5**	**1,721,476**	**82.7**	**18,954**	**31,357**	**1,080,082**	**71.9**	**12,644**	**19,674**	**.0625**	**.0654**
Callahan	10.7	12.6	17.8	5.3	26.2	149,724	127.6	15,665	28,250	49,131	108.8	5,601	9,270	.0039	.0048
Jones	16.4	16.8	2.4	7.7	10.0	220,359	91.8	16,416	28,618	94,951	76.7	7,674	12,331	.0068	.0073
Taylor	107.6	109.9	2.1	41.9	8.8	1,351,393	77.5	19,775	32,253	936,000	69.8	14,316	22,339	.0518	.0533
AMARILLO	**161.9**	**172.9**	**6.8**	**69.4**	**14.3**	**2,600,051**	**90.2**	**22,520**	**37,465**	**1,818,741**	**77.6**	**16,870**	**26,207**	**.0915**	**.0996**
Potter	92.2	90.8	-1.5	37.4	5.1	1,263,465	80.4	19,677	33,782	1,158,595	69.1	19,245	30,978	.0531	.0545
Randall	69.7	82.1	17.8	32.0	27.5	1,336,586	100.5	26,554	41,768	660,146	94.8	13,501	20,630	.0384	.0451
AUSTIN	**506.1**	**573.9**	**13.4**	**199.0**	**19.7**	**7,483,892**	**101.5**	**22,331**	**37,607**	**4,367,689**	**89.9**	**13,827**	**21,948**	**.2381**	**.2754**
Hays	37.8	41.1	8.7	12.3	16.0	262,714	54.1	16,083	21,359	180,675	60.8	10,600	14,689	.0125	.0120
Travis	407.5	459.8	12.8	159.6	18.7	6,504,882	102.9	23,840	40,757	3,831,611	90.7	14,937	24,008	.2038	.2367
Williamson	60.8	73.0	20.1	27.1	27.8	716,296	112.7	15,881	26,432	355,403	99.7	8,397	13,115	.0218	.0267
BEAUMONT - PORT ARTHUR - ORANGE	**366.8**	**380.2**	**3.7**	**146.1**	**10.5**	**5,519,736**	**89.9**	**21,987**	**37,781**	**3,075,104**	**77.6**	**13,097**	**21,048**	**.1815**	**.1965**
Hardin	39.3	46.2	17.6	16.3	24.4	565,278	128.2	18,906	34,680	337,014	109.0	12,310	20,676	.0167	.0213
Jefferson	246.8	247.1	.1	96.1	7.0	3,608,068	81.8	22,102	37,545	2,152,342	71.3	13,990	22,397	.1261	.1312
Orange	80.7	86.9	7.7	33.7	15.0	1,346,390	99.7	23,013	39,952	585,748	96.6	10,712	17,381	.0387	.0440
BROWNSVILLE - HARLINGEN - SAN BENITO	**190.2**	**202.7**	**6.6**	**61.7**	**12.6**	**1,651,204**	**93.1**	**15,604**	**26,762**	**1,252,423**	**81.3**	**12,605**	**20,299**	**.0668**	**.0732**
Cameron	190.2	202.7	6.6	61.7	12.6	1,651,204	93.1	15,604	26,762	1,252,423	81.3	12,605	20,299	.0668	.0732
BRYAN - COLLEGE STATION	**82.1**	**95.5**	**16.3**	**35.1**	**25.4**	**1,135,718**	**99.2**	**20,357**	**32,357**	**662,822**	**92.7**	**12,282**	**18,884**	**.0366**	**.0424**
Brazos	82.1	95.5	16.3	35.1	25.4	1,135,718	99.2	20,357	32,357	662,822	92.7	12,282	18,884	.0366	.0424
CORPUS CHRISTI	**303.9**	**307.3**	**1.1**	**105.5**	**8.7**	**3,374,472**	**72.8**	**20,116**	**31,986**	**2,307,820**	**66.7**	**14,260**	**21,875**	**.1346**	**.1352**
Nueces	250.6	249.0	-.6	85.9	6.7	2,854,107	71.3	20,700	33,226	1,969,352	64.9	14,838	22,926	.1145	.1137
San Patricio	53.3	58.3	9.4	19.6	18.1	520,365	81.4	17,282	26,549	338,468	77.9	11,462	17,269	.0201	.0215
DALLAS - FORT WORTH	**2,798.0**	**3,051.4**	**9.1**	**1,151.4**	**16.4**	**43,298,571**	**80.2**	**24,290**	**37,605**	**23,828,673**	**73.9**	**13,848**	**20,695**	**1.4581**	**1.5408**
Collin	119.0	147.5	23.9	56.4	32.7	1,956,032	118.7	21,040	34,681	765,118	108.6	8,631	13,566	.0509	.0640
Dallas	1,524.5	1,635.2	7.3	615.0	14.3	25,137,995	78.2	26,229	40,875	13,735,925	71.8	14,862	22,335	.8436	.8808
Denton	106.8	126.1	18.1	46.9	26.8	1,628,286	105.9	21,375	34,718	846,965	96.9	11,628	18,059	.0485	.0579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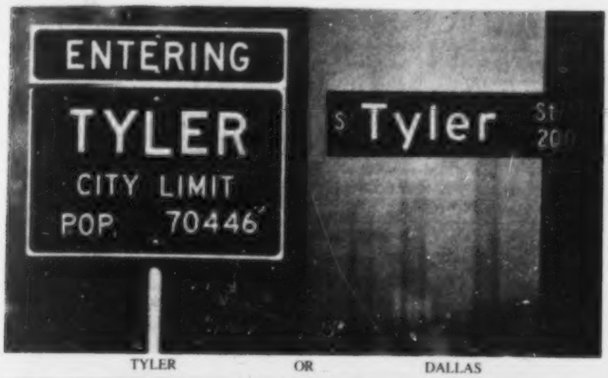
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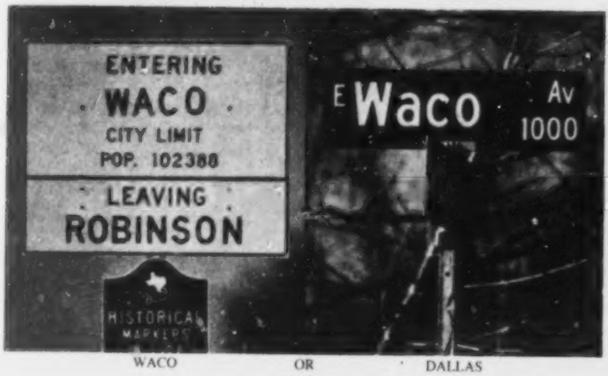
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ROBINSON
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MARKERS
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
TX (cont.)															
Ellis	54.9	60.4	10.0	23.5	18.7	775,834	103.0	19,302	33,014	338,348	88.8	9,051	14,398	.0228	.0263
Hood	13.1	16.3	24.4	6.8	30.8	161,618	101.7	15,407	23,767	130,604	96.4	12,791	19,206	.0060	.0071
Johnson	60.7	70.4	16.0	29.8	25.7	849,352	94.1	18,460	28,502	412,192	89.1	9,198	13,832	.0264	.0301
Kaufman	37.6	41.2	9.6	15.4	19.4	446,645	95.1	17,750	29,003	261,297	84.4	10,985	16,967	.0153	.0170
Parker	37.5	42.7	13.9	15.6	21.9	489,833	89.8	20,161	31,400	287,564	85.1	12,136	18,434	.0166	.0185
Rockwall	10.8	13.1	21.3	5.3	29.3	129,471	76.0	17,943	24,428	82,875	81.6	11,128	15,637	.0049	.0052
Tarrant	810.2	873.4	7.8	327.1	14.7	11,440,614	72.7	23,239	34,976	6,841,917	69.7	14,143	20,917	.4141	.4240
Wise	22.9	25.1	9.6	9.6	15.7	282,891	88.1	18,117	29,468	125,858	80.3	8,410	13,111	.0090	.0099
EL PASO	**453.0**	**492.1**	**8.6**	**155.6**	**15.8**	**4,795,756**	**81.0**	**19,716**	**30,821**	**3,073,155**	**76.2**	**12,974**	**19,750**	**.1817**	**.1928**
El Paso	453.0	492.1	8.6	155.6	15.8	4,795,756	81.0	19,716	30,821	3,073,155	76.2	12,974	19,750	.1817	.1928
GALVESTON - TEXAS CITY	**206.1**	**228.2**	**10.7**	**84.5**	**17.5**	**2,609,929**	**74.2**	**20,841**	**30,887**	**1,458,235**	**73.4**	**11,699**	**17,257**	**.0933**	**.0972**
Galveston	206.1	228.2	10.7	84.5	17.5	2,609,929	74.2	20,841	30,887	1,458,235	73.4	11,699	17,257	.0933	.0972
HOUSTON	**2,779.4**	**3,254.1**	**17.1**	**1,219.8**	**25.0**	**52,126,369**	**108.8**	**25,591**	**42,734**	**28,362,888**	**95.6**	**14,885**	**23,252**	**1.5121**	**1.8121**
Brazoria	147.9	171.4	15.9	61.4	24.8	2,489,908	107.3	24,412	40,552	1,146,497	94.7	11,969	18,673	.0703	.0838
Fort Bend	101.4	128.1	26.3	38.3	33.4	1,366,747	142.8	19,611	35,685	681,242	120.2	10,778	17,787	.0370	.0498
Harris	2,360.5	2,749.6	16.5	1,047.5	24.7	45,902,702	108.1	26,248	43,821	25,092,004	95.1	15,308	23,954	1.3291	1.5881
Liberty	42.8	48.9	14.3	18.6	21.6	611,007	115.1	18,565	32,850	371,827	97.1	12,327	19,991	.0190	.0229
Montgomery	109.8	137.1	24.9	48.1	31.8	1,584,674	106.8	20,993	32,945	858,374	101.1	11,695	17,846	.0480	.0583
Waller	17.0	19.0	11.8	5.9	7.3	171,331	82.1	17,104	29,039	212,944	71.7	22,552	36,092	.0087	.0092
HOUSTON - GALVESTON, CONSOLIDATED AREA	*2,985.5*	*3,482.3*	*16.6*	*1,304.3*	*24.5*	*54,736,298*	*106.8*	*25,265*	*41,966*	*29,821,123*	*94.4*	*14,648*	*22,864*	*1.6054*	*1.9093*
KILLEEN - TEMPLE	**210.2**	**224.6**	**6.9**	**75.3**	**15.1**	**2,378,426**	**85.0**	**19,658**	**31,586**	**1,200,105**	**80.5**	**10,168**	**15,938**	**.0812**	**.0875**
Bell	166.2	181.4	9.1	64.2	19.8	1,943,762	90.0	19,082	30,277	1,081,666	84.0	10,970	16,848	.0665	.0734
Coryell	44.0	43.2	-1.8	11.1	-5.9	434,664	65.4	22,271	39,159	118,439	53.9	6,524	10,670	.0147	.0141
LAREDO	**89.4**	**96.2**	**7.6**	**28.9**	**14.2**	**715,700**	**90.0**	**14,888**	**24,765**	**814,740**	**79.6**	**17,929**	**28,192**	**.0351**	**.0380**
Webb	89.4	96.2	7.6	28.9	14.2	715,700	90.0	14,888	24,765	814,740	79.6	17,929	28,192	.0351	.0380
LONGVIEW - MARSHALL	**136.8**	**149.0**	**8.9**	**56.0**	**15.9**	**1,826,304**	**95.7**	**19,322**	**32,613**	**1,398,418**	**85.7**	**15,595**	**24,972**	**.0667**	**.0748**
Gregg	89.6	98.7	10.2	37.5	17.2	1,290,076	100.7	20,087	34,402	1,119,451	88.6	18,553	29,852	.0481	.0549
Harrison	47.2	50.3	6.6	18.5	13.5	536,228	84.6	17,820	28,985	278,967	74.8	9,790	15,079	.0186	.0199
LUBBOCK	**205.2**	**211.7**	**3.2**	**79.1**	**10.3**	**2,955,262**	**84.0**	**22,406**	**37,361**	**1,975,378**	**74.1**	**15,822**	**24,973**	**.1066**	**.1125**
Lubbock	205.2	211.7	3.2	79.1	10.3	2,955,262	84.0	22,406	37,361	1,975,378	74.1	15,822	24,973	.1066	.1125
MCALLEN - PHARR - EDINBURG	**244.7**	**266.5**	**8.9**	**77.0**	**16.3**	**1,951,979**	**96.1**	**15,039**	**25,350**	**1,758,418**	**85.3**	**14,332**	**22,837**	**.0849**	**.0944**
Hidalgo	244.7	266.5	8.9	77.0	16.3	1,951,979	96.1	15,039	25,350	1,758,418	85.3	14,332	22,837	.0849	.0944
MIDLAND	**76.7**	**84.6**	**10.3**	**31.4**	**17.2**	**1,295,882**	**85.4**	**26,083**	**41,270**	**767,219**	**77.5**	**16,125**	**24,434**	**.0431**	**.0466**
Midland	76.7	84.6	10.3	31.4	17.2	1,295,882	85.4	26,083	41,270	767,219	77.5	16,125	24,434	.0431	.0466
ODESSA	**111.3**	**125.1**	**12.4**	**46.4**	**19.9**	**1,699,708**	**93.6**	**22,687**	**36,632**	**1,259,281**	**86.1**	**17,485**	**27,140**	**.0602**	**.0675**
Ector	111.3	125.1	12.4	46.4	19.9	1,699,708	93.6	22,687	36,632	1,259,281	86.1	17,485	27,140	.0602	.0675
SAN ANGELO	**78.8**	**82.0**	**4.1**	**33.1**	**12.2**	**958,573**	**73.4**	**18,740**	**28,960**	**686,210**	**68.1**	**13,836**	**20,731**	**.0379**	**.0387**
Tom Green	78.8	82.0	4.1	33.1	12.2	958,573	73.4	18,740	28,960	686,210	68.1	13,836	20,731	.0379	.0387
SAN ANTONIO	**1,048.0**	**1,147.4**	**9.5**	**388.0**	**16.8**	**13,218,448**	**91.2**	**20,812**	**34,068**	**7,167,459**	**80.7**	**11,943**	**18,473**	**.4424**	**.4868**
Bexar	974.4	1,066.3	9.4	357.9	16.7	12,274,314	90.5	21,008	34,295	6,637,807	80.1	12,014	18,547	.4116	.4516
Comal	33.3	38.7	16.2	14.5	23.9	412,968	93.4	18,249	28,481	263,285	86.3	12,082	18,158	.0144	.0163
Guadalupe	40.3	42.4	5.2	15.6	13.0	531,166	106.4	18,645	34,049	266,367	88.2	10,255	17,075	.0164	.0189
SHERMAN - DENISON	**85.3**	**86.8**	**1.8**	**36.7**	**9.6**	**1,336,368**	**93.2**	**20,645**	**36,413**	**675,546**	**77.3**	**11,374**	**18,407**	**.0419**	**.0458**
Grayson	85.3	86.8	1.8	36.7	9.6	1,336,368	93.2	20,645	36,413	675,546	77.3	11,374	18,407	.0419	.0458
TEXARKANA	**119.3**	**122.2**	**2.4**	**48.4**	**9.5**	**1,101,444**	**59.6**	**15,610**	**22,757**	**781,175**	**58.1**	**11,180**	**16,140**	**.0489**	**.0466**
Bowie	74.4	77.8	4.6	31.5	11.7	644,037	50.1	15,220	20,446	507,459	54.7	11,632	16,110	.0311	.0287
Little River, Ark.	*11.4*	*11.9*	*4.4*	*4.5*	*12.5*	*121,718*	*89.6*	*16,052*	*27,048*	*51,460*	*74.4*	*7,376*	*11,436*	*.0041*	*.0043*
Miller, Ark.	*33.5*	*32.5*	*-3.0*	*12.4*	*3.3*	*335,689*	*70.8*	*16,377*	*27,072*	*222,256*	*62.7*	*11,385*	*17,924*	*.0137*	*.0136*
TYLER	**115.6**	**127.4**	**10.2**	**49.6**	**17.3**	**1,686,066**	**93.1**	**20,641**	**33,993**	**1,161,753**	**84.2**	**14,911**	**23,422**	**.0588**	**.0655**
Smith	115.6	127.4	10.2	49.6	17.3	1,686,066	93.1	20,641	33,993	1,161,753	84.2	14,911	23,422	.0588	.0655
△ **VICTORIA**	**64.9**	**74.2**	**14.3**	**25.3**	**22.2**	**939,018**	**117.0**	**20,900**	**37,115**	**753,947**	**101.1**	**18,108**	**29,800**	**.0320**	**.0390**
Victoria	64.9	74.2	14.3	25.3	22.2	939,018	117.0	20,900	37,115	753,947	101.1	18,108	29,800	.0320	.0390
WACO	**161.4**	**172.6**	**6.9**	**67.5**	**14.0**	**1,968,918**	**82.8**	**18,191**	**29,169**	**1,323,130**	**74.4**	**12,818**	**19,602**	**.0735**	**.0778**
McLennan	161.4	172.6	6.9	67.5	14.0	1,968,918	82.8	18,191	29,169	1,323,130	74.4	12,818	19,602	.0735	.0778
WICHITA FALLS	**128.6**	**121.6**	**-5.4**	**47.3**	**.9**	**1,560,840**	**67.4**	**19,878**	**32,999**	**976,346**	**57.4**	**13,226**	**20,642**	**.0615**	**.0592**
Clay	9.2	10.6	15.2	4.3	22.9	131,899	107.4	18,173	30,674	32,189	93.3	4,759	7,486	.0035	.0041
Wichita	119.4	111.0	-7.0	43.0	-.9	1,428,941	64.5	20,015	33,231	944,157	56.4	13,909	21,957	.0580	.0551
TOTAL METRO COUNTIES	**10,813.5**	**11,945.1**	**10.5**	**4,356.1**	**17.9**	**161,452,703**	**91.9**	**22,769**	**37,064**	**93,713,041**	**82.2**	**13,917**	**21,513**	**5.3137**	**5.8934**
TOTAL STATE	**13,462.3**	**14,707.0**	**9.2**	**5,395.0**	**16.5**	**190,660,822**	**91.6**	**21,501**	**35,340**	**110,531,846**	**81.4**	**13,165**	**20,488**	**6.3494**	**7.0081**
UTAH															
PROVO - OREM	**194.9**	**231.9**	**19.0**	**66.9**	**26.2**	**2,253,797**	**111.9**	**20,070**	**33,689**	**1,198,622**	**97.3**	**11,461**	**17,917**	**.0710**	**.0856**
Utah	194.9	231.9	19.0	66.9	26.2	2,253,797	111.9	20,070	33,689	1,198,622	97.3	11,461	17,917	.0710	.0856
SALT LAKE CITY - OGDEN	**876.3**	**988.7**	**12.8**	**320.5**	**19.1**	**10,829,956**	**88.4**	**21,365**	**33,791**	**6,047,113**	**78.8**	**12,568**	**18,868**	**.3710**	**.4066**
Davis	136.0	163.1	19.9	43.8	26.6	1,628,884	102.0	23,305	37,189	716,327	93.4	10,705	16,354	.0497	.0585
Salt Lake	575.8	654.8	13.7	218.8	20.3	7,476,587	91.5	21,459	34,171	4,325,827	81.2	13,122	19,771	.2533	.2815
Tooele	24.9	27.7	11.2	8.8	17.3	304,009	91.8	21,135	34,546	116,361	82.1	8,521	13,223	.0093	.0103
Weber	139.6	143.1	2.5	49.1	8.9	1,420,476	61.2	19,539	28,930	888,598	58.4	12,437	18,098	.0587	.0563
TOTAL METRO COUNTIES	**1,071.2**	**1,220.6**	**13.9**	**387.4**	**20.3**	**13,083,753**	**92.0**	**21,152**	**33,773**	**7,245,735**	**81.6**	**12,386**	**18,703**	**.4420**	**.4922**
TOTAL STATE	**1,363.4**	**1,554.9**	**14.0**	**498.4**	**20.7**	**16,066,140**	**92.7**	**20,196**	**32,235**	**8,917,797**	**82.1**	**11,863**	**17,893**	**.5462**	**.6097**

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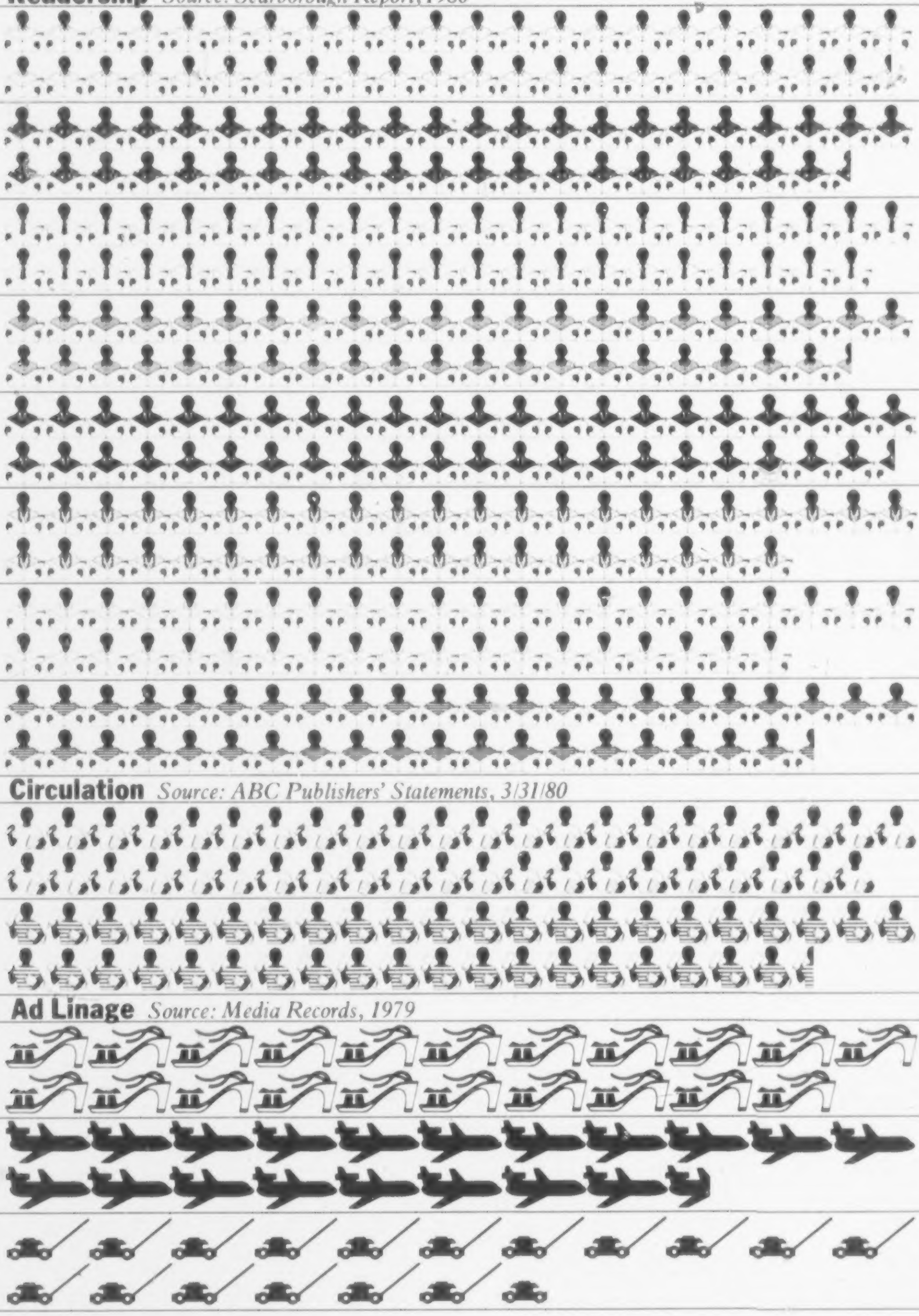

Readership *Source: Scarborough Report, 1980*

	Chronicle	Post
Daily	755,000	746,000
Sunday	957,000	828,000
Daily: $25,000+	325,000	294,000
Sunday: $25,000+	397,000	333,000
Daily: $35,000+	184,000	164,000
Sunday: $35,000+	213,000	184,000
Daily: 18-34	363,000	281,000
Sunday: 18-34	475,000	340,000

Circulation *Source: ABC Publishers' Statements, 3/31/80*

	Chronicle	Post
Daily	348,601	330,203
Sunday	436,940	394,853

Ad Linage *Source: Media Records, 1979*

	Chronicle	Post
Retail	47,325,888	43,586,270
General	5,714,174	4,427,088
Classified	67,155,591	40,159,479

Houston Chronicle

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total House-holds (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
VERMONT															
△ BURLINGTON	**115.5**	**125.4**	**8.6**	**43.6**	**16.3**	**1,225,289**	**56.8**	**20,832**	**28,103**	**693,533**	**57.7**	**11,731**	**15,907**	**.0494**	**.0473**
Chittenden	115.5	125.4	8.6	43.6	16.3	1,225,289	56.8	20,832	28,103	693,533	57.7	11,731	15,907	.0494	.0473
TOTAL METRO COUNTIES	**115.5**	**125.4**	**8.6**	**43.6**	**16.3**	**1,225,289**	**56.8**	**20,832**	**28,103**	**693,533**	**57.7**	**11,731**	**15,907**	**.0494**	**.0473**
TOTAL STATE	**497.3**	**527.3**	**6.0**	**196.1**	**13.3**	**4,846,687**	**56.0**	**17,945**	**24,715**	**2,791,791**	**55.2**	**10,392**	**14,237**	**.2017**	**.1910**
VIRGINIA															
△ DANVILLE	**107.2**	**106.0**	**–1.1**	**39.5**	**5.9**	**1,236,638**	**90.3**	**17,422**	**31,307**	**611,426**	**71.1**	**9,579**	**15,479**	**.0418**	**.0443**
Danville	44.3	42.6	–3.8	17.3	3.0	610,807	85.3	19,621	35,307	475,653	68.7	16,778	27,494	.0237	.0246
Pittsylvania	62.9	63.4	.8	22.2	8.3	625,831	95.4	15,620	28,191	135,773	80.0	3,679	6,116	.0181	.0197
LYNCHBURG	**150.8**	**159.8**	**6.0**	**59.5**	**14.4**	**1,550,338**	**75.2**	**17,019**	**26,056**	**981,571**	**63.1**	**11,573**	**16,497**	**.0612**	**.0621**
Amherst	28.8	29.8	3.5	9.3	12.0	284,276	81.7	18,853	30,567	133,449	74.4	9,222	14,349	.0100	.0105
Appomattox	11.6	12.5	7.8	4.8	20.0	97,720	76.8	13,821	20,358	82,413	76.4	11,680	17,169	.0044	.0045
Campbell	45.8	52.4	14.4	19.1	23.2	605,499	117.5	17,957	31,702	216,033	102.0	6,898	11,311	.0163	.0200
Lynchburg	64.6	65.1	.8	26.3	8.7	562,843	42.5	16,318	21,401	549,676	47.9	15,355	20,900	.0305	.0271
NEWPORT NEWS - HAMPTON	**368.4**	**385.8**	**4.7**	**137.3**	**12.9**	**3,643,025**	**56.7**	**19,123**	**26,533**	**2,194,198**	**56.4**	**11,540**	**15,981**	**.1522**	**.1446**
Gloucester	18.4	21.1	14.7	8.8	25.7	168,406	75.5	13,709	19,137	118,064	79.2	9,414	13,416	.0069	.0074
Hampton	126.5	122.7	–3.0	44.6	4.9	1,178,798	47.7	18,782	26,430	837,509	50.3	13,116	18,778	.0548	.0490
James City	22.1	23.6	6.8	7.6	15.2	191,109	57.2	18,426	25,146	82,963	62.0	7,758	10,916	.0073	.0073
Newport News	145.1	151.1	4.1	54.3	12.5	1,345,352	48.9	18,548	24,550	781,079	50.7	10,643	14,253	.0585	.0536
Poquoson	9.5	13.5	42.1	4.9	53.1	123,341	127.3	16,954	25,172	11,771	119.5	1,676	2,402	.0027	.0037
Williamsburg	11.0	10.7	–2.7	3.3	6.5	173,502	97.7	28,308	52,576	205,078	74.9	37,826	62,145	.0076	.0082
York	35.8	43.1	20.4	13.3	26.7	462,517	75.0	25,171	34,776	157,734	79.5	8,370	11,860	.0144	.0154
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**821.7**	**885.6**	**7.8**	**292.2**	**13.8**	**8,855,560**	**71.2**	**20,147**	**30,306**	**4,835,762**	**68.4**	**11,185**	**16,549**	**.3309**	**.3370**
Chesapeake	116.9	131.6	12.6	43.4	19.6	1,120,217	74.9	17,646	25,814	643,690	75.0	10,131	14,832	.0428	.0450
Norfolk	283.1	275.9	–2.5	89.6	2.1	2,815,685	59.8	20,063	31,425	1,581,130	53.2	11,757	17,647	.1149	.1075
Portsmouth	107.5	108.4	.8	40.8	7.4	1,222,828	76.5	18,232	29,971	603,992	64.8	9,642	14,804	.0434	.0440
Suffolk	48.0	49.0	2.1	17.2	9.6	527,744	39.8	24,042	30,683	191,103	44.9	8,398	11,111	.0204	.0178
Virginia Beach	255.9	308.9	20.7	96.3	28.2	3,073,087	86.2	21,980	31,912	1,782,583	86.4	12,735	18,511	.1064	.1192
Currituck, N. C.	*10.3*	*11.8*	*14.6*	*4.9*	*25.6*	*95,889*	*89.1*	*13,003*	*19,569*	*33,264*	*87.0*	*4,561*	*6,789*	*.0030*	*.0035*

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
VA (cont.)															
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**130.0**	**137.2**	**5.5**	**47.9**	**13.5**	**1,466,815**	**80.8**	**19,222**	**30,622**	**735,512**	**63.3**	**10,672**	**15,355**	**.0520**	**.0538**
Colonial Heights	18.1	19.8	9.4	8.3	20.3	235,861	77.9	19,219	28,417	100,784	73.6	8,414	12,143	.0077	.0080
Dinwiddie	23.1	26.7	15.6	8.4	27.3	267,297	123.0	18,163	31,821	26,117	101.5	1,964	3,109	.0062	.0078
Hopewell	23.9	24.9	4.2	9.8	12.6	342,823	91.8	20,546	34,982	190,281	76.7	12,374	19,416	.0113	.0124
Petersburg	42.6	41.2	–3.3	15.5	3.3	377,807	57.2	16,024	24,375	402,953	53.5	17,504	25,997	.0202	.0187
Prince George	22.3	24.6	10.3	5.9	18.0	243,027	74.1	27,912	41,191	15,377	68.9	1,821	2,606	.0066	.0069
RICHMOND	**626.0**	**674.0**	**7.7**	**255.7**	**15.3**	**8,927,724**	**83.3**	**21,968**	**34,915**	**4,833,152**	**74.6**	**12,486**	**18,902**	**.3007**	**.3200**
Charles City	6.8	6.8	.0	1.9	5.6	34,794	52.0	12,713	18,313	4,230	52.5	1,541	2,226	.0014	.0013
Chesterfield	138.6	165.1	19.1	55.3	25.4	1,600,161	81.1	20,037	28,936	960,532	82.2	11,953	17,369	.0576	.0630
Goochland	12.2	13.7	12.3	4.2	20.0	103,666	84.4	16,060	24,682	31,081	80.8	4,911	7,400	.0034	.0036
Hanover	54.5	64.5	18.3	22.4	26.6	771,523	98.8	21,922	34,443	368,175	93.2	10,764	16,436	.0234	.0273
Henrico	178.3	188.5	5.7	75.2	15.5	3,018,105	84.2	25,168	40,134	1,576,597	75.8	13,773	20,965	.0971	.1036
New Kent	7.7	9.3	20.8	3.3	32.0	78,408	119.3	14,302	23,760	48,520	108.5	9,310	14,703	.0026	.0033
Powhatan	13.2	18.1	37.1	5.3	51.4	197,423	146.6	22,869	37,250	38,111	136.3	4,608	7,191	.0043	.0060
Richmond city	214.7	208.0	–3.1	88.1	5.5	3,123,644	76.9	21,141	35,456	1,805,906	65.0	13,107	20,498	.1109	.1119
ROANOKE	**217.3**	**224.2**	**3.2**	**90.7**	**10.9**	**2,657,174**	**74.3**	**18,635**	**29,296**	**1,749,708**	**64.5**	**13,007**	**19,291**	**.1025**	**.1037**
Botetourt	22.6	24.1	6.6	9.5	15.9	249,753	79.9	16,926	26,290	87,585	73.8	6,146	9,219	.0080	.0085
Craig	4.3	5.3	23.3	2.3	35.3	29,962	70.8	10,316	13,027	7,223	76.5	2,407	3,140	.0010	.0013
Roanoke	66.5	73.6	10.7	27.2	18.8	1,023,838	92.1	23,277	37,641	392,535	84.5	9,289	14,431	.0296	.0331
Roanoke city	99.9	98.2	–1.7	42.8	5.7	1,066,887	62.0	16,259	24,927	927,330	59.0	14,398	21,667	.0491	.0468
Salem	24.0	23.0	–4.2	8.9	4.7	286,734	62.4	20,769	32,217	335,035	56.8	25,133	37,644	.0148	.0140
TOTAL METRO COUNTIES	**3,566.1**	**3,796.8**	**6.5**	**1,359.5**	**13.0**	**49,259,484**	**77.2**	**23,099**	**36,234**	**25,569,907**	**69.5**	**12,535**	**18,808**	**1.6901**	**1.7498**
TOTAL STATE	**5,260.9**	**5,618.2**	**6.8**	**2,030.8**	**13.7**	**66,195,461**	**79.3**	**20,673**	**32,596**	**34,881,505**	**70.3**	**11,468**	**17,176**	**2.3079**	**2.4063**
WASHINGTON															
△ BREMERTON	**134.7**	**158.6**	**17.7**	**60.5**	**25.3**	**2,934,319**	**129.3**	**26,490**	**48,501**	**971,166**	**106.3**	**9,748**	**16,052**	**.0676**	**.0872**
Kitsap	134.7	158.6	17.7	60.5	25.3	2,934,319	129.3	26,490	48,501	971,166	106.3	9,748	16,052	.0676	.0872
△ OLYMPIA	**118.7**	**154.8**	**30.4**	**60.7**	**39.2**	**2,371,901**	**127.7**	**23,891**	**39,076**	**924,222**	**111.2**	**10,039**	**15,226**	**.0577**	**.0756**
Thurston	118.7	154.8	30.4	60.7	39.2	2,371,901	127.7	23,891	39,076	924,222	111.2	10,039	15,226	.0577	.0756
RICHLAND - KENNEWICK - PASCO	**133.6**	**168.4**	**26.0**	**57.8**	**32.0**	**2,337,166**	**127.0**	**23,502**	**40,435**	**1,434,968**	**111.4**	**15,501**	**24,826**	**.0668**	**.0866**
Benton	101.9	131.2	28.8	45.0	34.7	1,703,985	119.0	23,290	37,866	1,108,603	110.0	15,806	24,636	.0510	.0651
Franklin	31.7	37.2	17.4	12.8	23.1	633,181	151.8	24,180	49,467	326,365	116.1	14,520	25,497	.0158	.0215
SEATTLE - EVERETT	**1,526.8**	**1,650.3**	**8.1**	**677.7**	**15.8**	**22,024,587**	**68.2**	**22,378**	**32,499**	**12,409,701**	**66.9**	**12,702**	**18,311**	**.7934**	**.7981**
King	1,221.7	1,296.2	6.1	542.3	13.8	18,305,994	67.1	22,984	33,756	10,115,887	65.1	12,860	18,654	.6556	.6528
Snohomish	305.1	354.1	16.1	135.4	24.6	3,718,593	73.5	19,720	27,464	2,293,814	75.7	12,011	16,941	.1378	.1453
SEATTLE - TACOMA CONSOLIDATED AREA	*1,982.1*	*2,149.9*	*8.5*	*859.8*	*16.1*	*27,899,066*	*69.1*	*22,278*	*32,448*	*15,232,292*	*67.2*	*12,297*	*17,716*	*.9963*	*1.0061*
SPOKANE	**332.5**	**364.4**	**9.6**	**142.2**	**16.4**	**4,531,912**	**84.1**	**20,143**	**31,870**	**2,326,253**	**73.1**	**10,995**	**16,359**	**.1514**	**.1618**
Spokane	332.5	364.4	9.6	142.2	16.4	4,531,912	84.1	20,143	31,870	2,326,253	73.1	10,995	16,359	.1514	.1618
TACOMA	**455.3**	**499.6**	**9.7**	**182.1**	**17.1**	**5,874,479**	**72.5**	**21,903**	**32,260**	**2,822,591**	**68.5**	**10,770**	**15,500**	**.2029**	**.2080**
Pierce	455.3	499.6	9.7	182.1	17.1	5,874,479	72.5	21,903	32,260	2,822,591	68.5	10,770	15,500	.2029	.2080
YAKIMA	**160.3**	**166.6**	**3.9**	**66.5**	**12.7**	**1,997,120**	**87.8**	**18,028**	**30,032**	**1,122,322**	**73.9**	**10,939**	**16,877**	**.0691**	**.0738**
Yakima	160.3	166.6	3.9	66.5	12.7	1,997,120	87.8	18,028	30,032	1,122,322	73.9	10,939	16,877	.0691	.0738
TOTAL METRO COUNTIES	**3,041.2**	**3,376.3**	**11.0**	**1,328.7**	**18.5**	**44,796,995**	**81.0**	**22,068**	**33,715**	**23,037,845**	**74.2**	**11,792**	**17,339**	**1.4857**	**1.5803**
TOTAL STATE	**3,911.1**	**4,335.9**	**10.9**	**1,699.9**	**18.3**	**56,986,447**	**83.4**	**21,634**	**33,523**	**28,770,781**	**75.4**	**11,418**	**16,925**	**1.8674**	**2.0026**
WEST VIRGINIA															
CHARLESTON	**260.0**	**265.4**	**2.1**	**102.4**	**8.8**	**4,024,716**	**96.3**	**21,784**	**39,304**	**2,180,128**	**78.1**	**13,012**	**21,290**	**.1282**	**.1409**
Kanawha	226.9	228.4	.7	89.0	7.4	3,620,539	96.2	22,259	40,680	2,008,124	77.4	13,654	22,563	.1158	.1268
Putnam	33.1	37.0	11.8	13.4	19.6	404,177	97.5	18,273	30,162	172,004	85.9	8,260	12,836	.0124	.0141
HUNTINGTON - ASHLAND	**302.0**	**317.6**	**5.2**	**119.4**	**11.9**	**3,721,121**	**86.6**	**18,694**	**31,165**	**1,933,801**	**72.0**	**10,538**	**16,196**	**.1269**	**.1349**
Cabell	104.4	100.5	–3.7	40.1	2.6	1,326,668	70.8	19,860	33,084	796,261	60.3	12,707	19,857	.0502	.0491
Wayne	42.2	46.1	9.2	16.9	16.6	466,950	98.7	16,206	27,630	172,773	84.9	6,443	10,223	.0143	.0161
Boyd, Ky.	*54.9*	*61.2*	*11.5*	*22.8*	*19.4*	*833,102*	*103.2*	*21,469*	*36,540*	*498,434*	*88.5*	*13,845*	*21,861*	*.0265*	*.0307*
Greenup, Ky.	*36.9*	*41.8*	*13.3*	*14.4*	*21.0*	*582,006*	*137.0*	*20,640*	*40,417*	*152,355*	*109.1*	*6,122*	*10,580*	*.0135*	*.0174*
Lawrence, Ohio	*63.6*	*68.0*	*6.9*	*25.2*	*14.0*	*512,395*	*56.5*	*14,815*	*20,333*	*313,978*	*59.5*	*8,909*	*12,459*	*.0224*	*.0216*
PARKERSBURG - MARIETTA	**159.0**	**173.3**	**9.0**	**63.7**	**15.8**	**2,037,018**	**88.9**	**19,609**	**31,978**	**1,252,228**	**79.4**	**12,692**	**19,658**	**.0713**	**.0777**
Wirt	5.1	5.4	5.9	1.9	11.8	40,927	89.8	12,684	21,541	10,362	78.9	3,407	5,454	.0013	.0014
Wood	92.8	102.0	9.9	37.9	16.6	1,363,266	97.5	21,241	35,970	829,506	84.0	13,874	21,887	.0451	.0507
Washington, Ohio	*61.1*	*65.9*	*7.9*	*23.9*	*14.9*	*632,825*	*72.6*	*17,626*	*26,478*	*412,360*	*70.9*	*11,604*	*17,254*	*.0249*	*.0256*
STEUBENVILLE - WEIRTON	**161.4**	**154.7**	**–4.2**	**57.3**	**2.3**	**2,095,327**	**69.2**	**22,114**	**36,568**	**869,032**	**58.2**	**9,812**	**15,166**	**.0713**	**.0694**
Brooke	30.3	28.6	–5.6	10.6	1.0	471,181	81.7	24,691	44,451	111,556	63.1	6,514	10,524	.0130	.0134
Hancock	39.3	36.0	–8.4	13.0	–3.0	534,733	63.9	24,346	41,133	200,208	52.9	9,771	15,401	.0180	.0169
Jefferson, Ohio	*91.8*	*90.1*	*–1.9*	*33.7*	*5.0*	*1,089,413*	*66.9*	*20,340*	*32,327*	*557,268*	*59.2*	*10,908*	*16,536*	*.0403*	*.0391*
WHEELING	**183.1**	**181.3**	**–1.0**	**70.2**	**5.4**	**2,202,901**	**69.2**	**19,554**	**31,380**	**1,113,487**	**60.2**	**10,437**	**15,862**	**.0802**	**.0787**
Marshall	41.1	43.1	4.9	16.0	11.1	503,029	77.5	19,677	31,439	231,948	69.3	9,513	14,497	.0171	.0176
Ohio	58.7	54.7	–6.8	21.7	–.5	814,859	72.6	21,657	37,551	458,617	58.1	13,310	21,134	.0297	.0290
Belmont, Ohio	*83.3*	*83.5*	*.2*	*32.5*	*6.9*	*885,013*	*61.9*	*17,986*	*27,231*	*422,922*	*57.8*	*8,815*	*13,013*	*.0334*	*.0321*
TOTAL METRO COUNTIES	**673.9**	**681.8**	**1.2**	**260.5**	**7.6**	**9,546,329**	**86.7**	**21,134**	**36,646**	**4,991,359**	**72.2**	**11,974**	**19,161**	**.3169**	**.3351**
TOTAL STATE	**1,885.1**	**1,944.7**	**3.2**	**720.4**	**9.8**	**22,992,520**	**93.1**	**18,147**	**31,916**	**11,743,087**	**77.1**	**10,108**	**16,301**	**.7620**	**.8276**

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Tune up parts
Engine parts
Specialized equipment

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Infants/toddlers
Boys clothing
Girls clothing
Boys/girls shoes

COSMETICS
Facial or skin treatments
Creme/makeup
Perfume/cologne

DOMESTICS AND LINENS
FAST FOOD RESTAURANTS
GROCERY STORES
HOME FURNISHINGS
Furniture
Rugs/carpeting
Floor covering
Draperies/curtains

HOME IMPROVEMENTS
Construction items
Paint
Electrical supplies
Shop tools
Hardware accessories
Wallpaper*
Insulation/weatherstripping
Plumbing supplies

JEWELRY
Watches
Fine jewelry
Costume/fashion jewelry

LAWN AND GARDEN
Plants
Outdoor power tools
Fertilizer/chemicals

MAJOR HOUSEHOLD APPLIANCES

MATTRESSES/WATERBEDS
MEN'S APPAREL
Suits
Sport coats
Dress slacks
Top coat/rainwear
Shoes
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Dress shirts
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Casual pants/jeans
Casual shirts/tops
Sweaters

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35mm camera
Pocket camera
Photographic accessories
Film
Film processing

SIT DOWN RESTAURANTS*
SMALL ELECTRIC APPLIANCES

SPORTING GOODS
Athletic shoes/footwear*
Ski equipment/clothing*
Hunting/fishing/camping equipment*
Other sporting goods*

STEREO AND TAPE EQUIPMENT
TELEVISION SETS
WOMEN'S APPAREL
Active sportswear
Sportswear/separates
Tops and blouses*
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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES STATE S&MM METRO AREA County	POPULATION 12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	EFFECTIVE BUYING INCOME 1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	RETAIL SALES 1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	BUYING POWER INDEX 1979	BUYING POWER INDEX 1984
WISCONSIN															
APPLETON - OSHKOSH	**295.9**	**311.4**	**5.2**	**109.2**	**13.2**	**3,527,608**	**72.3**	**21,222**	**32,304**	**1,905,963**	**67.7**	**11,781**	**17,454**	**.1283**	**.1303**
Calumet	29.1	30.1	3.4	10.0	11.1	344,224	75.8	21,754	34,422	127,342	68.4	8,404	12,734	.0112	.0115
Outagamie	130.9	140.4	7.3	48.8	15.9	1,605,969	75.0	21,796	32,909	1,046,123	70.9	14,544	21,437	.0608	.0628
Winnebago	135.9	140.9	3.7	50.4	11.0	1,577,415	68.8	20,584	31,298	732,498	63.2	9,889	14,534	.0563	.0560
DULUTH - SUPERIOR	**266.1**	**271.4**	**2.0**	**107.1**	**9.4**	**3,397,180**	**77.7**	**19,524**	**31,720**	**1,863,052**	**68.0**	**11,324**	**17,395**	**.1207**	**.1236**
Douglas	45.7	48.2	5.5	19.2	12.9	567,527	87.3	17,825	29,559	268,247	75.2	9,009	13,971	.0188	.0200
St. Louis, Minn.	*220.4*	*223.2*	*1.3*	*87.9*	*8.7*	*2,829,653*	*75.9*	*19,881*	*32,192*	*1,594,805*	*66.9*	*11,811*	*18,143*	*.1019*	*.1036*
EAU CLAIRE	**126.4**	**135.3**	**7.0**	**48.3**	**15.0**	**1,194,152**	**67.1**	**17,015**	**24,724**	**920,943**	**66.1**	**13,202**	**19,067**	**.0522**	**.0523**
Chippewa	49.8	53.0	6.4	18.2	13.8	530,233	84.0	18,008	29,134	304,699	76.1	10,813	16,742	.0192	.0204
Eau Claire	76.6	82.3	7.4	30.1	15.8	663,919	55.7	16,404	22,057	616,244	61.5	14,672	20,473	.0330	.0319
GREEN BAY	**180.0**	**195.9**	**8.8**	**66.1**	**15.8**	**2,130,657**	**78.4**	**20,916**	**32,234**	**1,367,953**	**73.2**	**13,829**	**20,695**	**.0798**	**.0838**
Brown	180.0	195.9	8.8	66.1	15.8	2,130,657	78.4	20,916	32,234	1,367,953	73.2	13,829	20,695	.0798	.0838

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
WI (cont.)															
JANESVILLE - BELOIT	136.4	139.4	2.2	50.7	9.3	2,074,351	92.8	23,185	40,914	1,100,898	79.1	13,246	21,714	.0663	.0723
Rock	136.4	139.4	2.2	50.7	9.3	2,074,351	92.8	23,185	40,914	1,100,898	79.1	13,246	21,714	.0663	.0723
KENOSHA	127.8	133.7	4.6	48.9	11.1	2,143,546	101.2	24,212	43,835	693,540	81.3	8,692	14,183	.0573	.0649
Kenosha	127.8	133.7	4.6	48.9	11.1	2,143,546	101.2	24,212	43,835	693,540	81.3	8,692	14,183	.0573	.0649
LA CROSSE	90.6	98.3	8.5	36.1	15.7	869,641	62.1	17,198	24,090	711,551	63.7	13,928	19,711	.0395	.0389
La Crosse	90.6	98.3	8.5	36.1	15.7	869,641	62.1	17,198	24,090	711,551	63.7	13,928	19,711	.0395	.0389
MADISON	325.5	353.3	8.5	139.0	17.5	4,839,732	81.4	22,550	34,818	2,699,333	75.6	12,994	19,420	.1638	.1740
Dane	325.5	353.3	8.5	139.0	17.5	4,839,732	81.4	22,550	34,818	2,699,333	75.6	12,994	19,420	.1638	.1740
△ **MANITOWOC - TWO RIVERS**	84.9	87.8	3.4	32.1	11.5	863,011	60.1	18,712	26,885	435,631	61.1	9,390	13,571	.0334	.0323
Manitowoc	84.9	87.8	3.4	32.1	11.5	863,011	60.1	18,712	26,885	435,631	61.1	9,390	13,571	.0334	.0323
MILWAUKEE	1,413.4	1,423.0	.7	527.3	7.0	18,675,706	66.9	22,693	35,418	9,966,213	61.0	12,559	18,900	.6825	.6674
Milwaukee	965.6	896.4	–7.2	353.6	–.4	10,872,264	47.4	20,768	30,747	6,457,896	46.8	12,388	18,263	.4637	.4078
Ozaukee	71.3	81.6	14.4	27.0	22.7	1,133,429	88.7	27,306	41,979	410,679	82.8	10,211	15,210	.0327	.0361
Washington	85.0	99.6	17.2	33.7	25.7	1,321,388	102.6	24,339	39,210	559,601	94.9	10,713	16,605	.0374	.0442
Waukesha	291.5	345.4	18.5	113.0	26.8	5,348,625	108.9	28,730	47,333	2,538,037	98.2	14,374	22,461	.1487	.1793
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,591.9*	*1,607.4*	*1.0*	*597.3*	*7.5*	*21,256,704*	*69.5*	*22,570*	*35,588*	*11,073,716*	*62.4*	*12,275*	*18,540*	*.7615*	*.7530*
RACINE	178.5	184.4	3.3	70.0	12.0	2,580,998	91.2	21,595	36,871	1,107,503	76.6	10,035	15,821	.0790	.0856
Racine	178.5	184.4	3.3	70.0	12.0	2,580,998	91.2	21,595	36,871	1,107,503	76.6	10,035	15,821	.0790	.0856
△ **SHEBOYGAN**	102.3	105.8	3.4	40.5	11.3	1,225,127	69.6	19,850	30,250	614,395	66.8	10,117	15,170	.0440	.0441
Sheboygan	102.3	105.8	3.4	40.5	11.3	1,225,127	69.6	19,850	30,250	614,395	66.8	10,117	15,170	.0440	.0441
△ **WAUSAU**	110.5	119.8	8.4	42.5	16.1	1,626,197	108.4	21,323	38,263	767,293	90.0	11,036	18,054	.0477	.0556
Marathon	110.5	119.8	8.4	42.5	16.1	1,626,197	108.4	21,323	38,263	767,293	90.0	11,036	18,054	.0477	.0556
TOTAL METRO COUNTIES	3,261.0	3,385.3	3.8	1,246.4	10.9	42,906,002	75.3	21,788	34,424	22,822,374	67.8	12,108	18,311	1.5102	1.5419
TOTAL STATE	4,738.5	4,958.0	4.6	1,825.9	11.9	59,755,541	78.3	20,547	32,727	31,819,624	70.2	11,459	17,427	2.0951	2.1690
WYOMING															
△ **CHEYENNE**	69.6	72.6	4.3	28.9	13.8	1,090,398	89.2	22,691	37,730	571,694	77.3	12,693	19,782	.0350	.0379
Laramie	69.6	72.6	4.3	28.9	13.8	1,090,398	89.2	22,691	37,730	571,694	77.3	12,693	19,782	.0350	.0379
TOTAL METRO COUNTIES	69.6	72.6	4.3	28.9	13.8	1,090,398	89.2	22,691	37,730	571,694	77.3	12,693	19,782	.0350	.0379
TOTAL STATE	458.2	537.6	17.3	203.5	25.4	7,440,719	110.0	21,836	36,564	4,246,201	96.3	13,327	20,866	.2240	.2689

Errata: July 28, 1980 Survey of Buying Power

The following corrections should be entered in your copy of the *Survey of Buying Power.*

Page

C-192 Amarillo central city—Retail Sales By Store Group data should be changed to: Food, $199,958; Eating & Drinking Places, $91,860; General Mdse. $114,068; Furniture/Furnish./Appliance, $59,473; Automotive, $251,730; Drug, $21,305. Consequently, the Suburban Total should be changed to: Food, $13; Eating & Drinking Places, $23; General Mdse., $15; Furniture/Furnish./Appliance, $3,120; Automotive, $4,920; Drug, $9.

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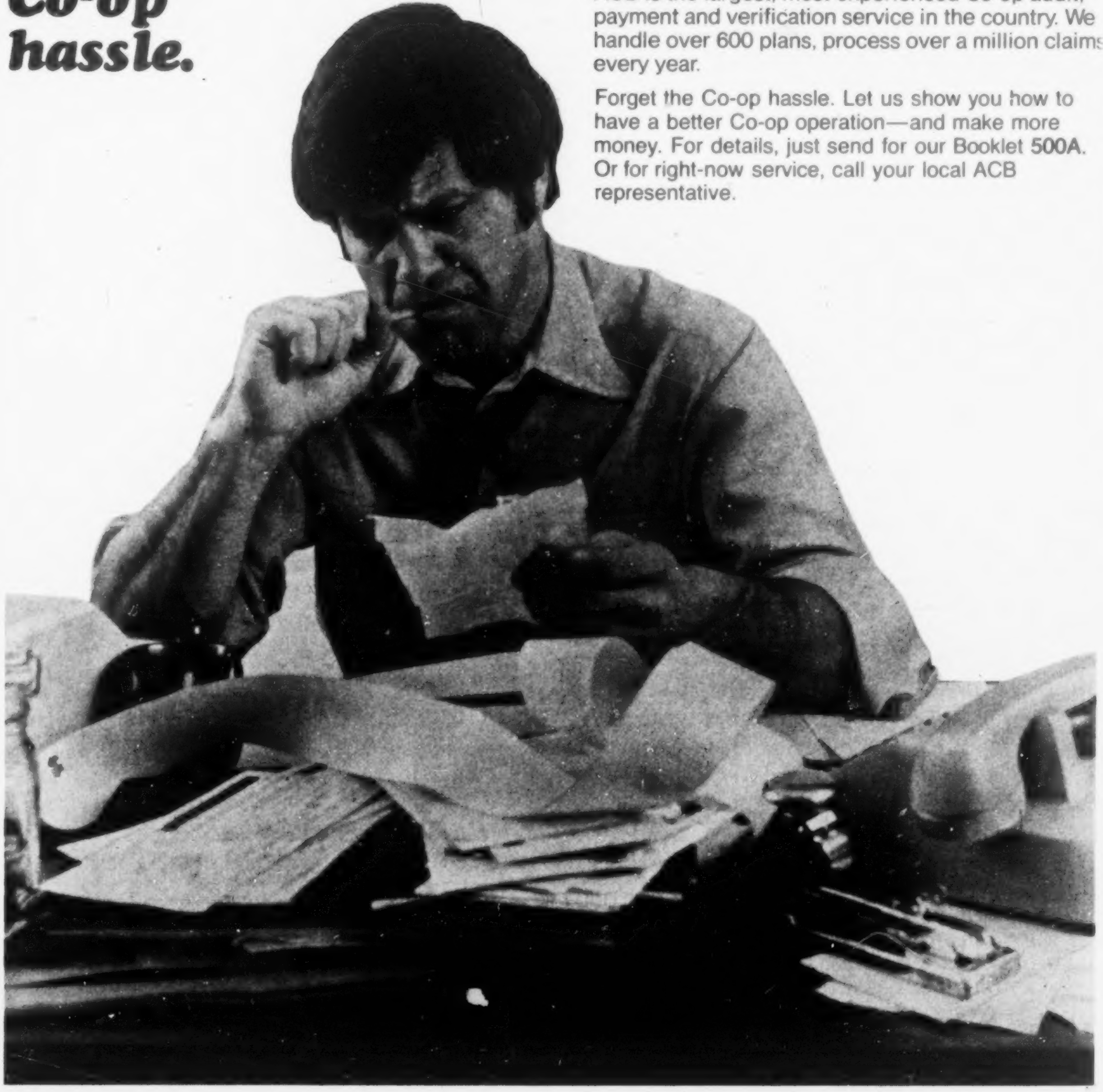

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Section D

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
18th Annual Survey of Newspaper Markets

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ALABAMA										
ANNISTON (Calhoun) . . . **20 - 49%** Clay, Cleburne, Randolph.	165.0	57.1	842,663	506,301	129,270	56,444	21,585	114,270	16,760	52.2
BIRMINGHAM (Jefferson) . . . **20 - 49%** Bibb, St. Clair, Shelby, Walker.	843.6	300.0	5,786,447	3,467,847	710,968	430,650	175,045	861,557	105,761	63.4
FLORENCE (Lauderdale) . . . **Over 50%** Colbert.	129.4	46.3	732,319	483,141	113,571	68,869	22,076	110,695	11,495	55.8
GADSDEN (Etowah) . . . **20 - 49%** Cherokee.	118.8	42.9	605,044	419,359	89,598	56,994	20,755	91,580	12,411	55.1
HUNTSVILLE (Madison)	188.8	60.4	1,264,551	748,171	131,351	118,612	34,830	162,086	17,250	88.5
MOBILE (Mobile) . . . **20 - 49%** Baldwin, Clarke, Washington.	492.9	160.7	2,756,754	1,773,825	374,605	264,689	84,036	375,193	60,161	58.9

(continued on page 87)

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Guide to using S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1979										
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
1	2		3	4	5					6

1 To qualify as a **newspaper market,** a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *home county,* which identifies the location of the newspapers; (2) *dominant counties,* where the newspaper household penetration is 50% or more; and (3) *effective counties,* where coverage ranges from 20% to 49%. This classification provides a guide for focussing on the newspapers' strongest coverage areas, as well as for determining where additional support may be needed to achieve a desired penetration level.

The data source is the Audit Bureau of Circulation's data bank, which includes the audited statements of individual newspapers as of May 1980.

2 Population is the number of people living in the newspaper market as of 12/31/79. It includes people living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes transients and tourists. **Households** are units made up of the people occupying a single housing unit under 1970 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator does include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 28th *Survey of Buying Power,* should be considered.

4 Total retail sales are all net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as purchases by nonhousehold units such as businesses, and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The **Total Retail Sales** figure includes store types not listed in the 1980 *Survey.* Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores,* which sell food primarily for home consumption; (2) *general merchandise stores,* which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings,* and *appliance stores (FHA);* (4) *automotive dealers,* which include those selling domestic and imported cars, new and used; stores selling tires, batteries, and accessories; and (5) *drug and proprietary stores.*

6 Individual county newspaper circulation totals are added and expressed as a **percentage of all households covered** in the market. In multiple newspaper markets, circulations of all qualifying papers are combined. In such markets, however, the coverage ratio is only a general guide because it is impossible to measure the degree of circulation duplication that may exist.

NOTE: There are no U.S. totals for S&MM's newspaper markets because the number of duplicate counties—that is, the same county that is part of more than one newspaper market—would make such a total meaningless.

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE	S&MM ESTIMATES 1979 POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	Hslds. Cov. Total Area
AL (cont.)										
MONTGOMERY (Montgomery) . . . **20 - 49%** Autauga, Bullock, Butler, Crenshaw, Elmore, Pike.	335.8	112.5	2,027,937	1,253,500	254,540	181,982	50,460	276,062	30,838	50.6
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%** Greene, Hale, Pickens.	179.1	56.6	972,880	569,196	130,314	75,345	24,677	116,198	15,874	46.7
ALASKA										
ANCHORAGE (Anchorage) . . . **20 - 49%** Bristol Bay Borough, Matanuska-Susitna, Seward.	211.6	65.3	1,975,515	1,144,814	264,197	167,545	40,933	161,235	64,798	64.7

MONTGOMERY.

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METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	**$18,203**
BIRMINGHAM	$17,853
MOBILE	$16,637

Rep: Branham Newspaper Sales
Source: 1979 Sales and Marketing Management

THE MONTGOMERY ADVERTISER
THE ALABAMA JOURNAL

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979									% Hslds. Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
ARIZONA										
PHOENIX (Maricopa) . . . **20 - 49%** Coconino, Gila, Greenlee, Mohave, Navajo, Pinal, Yavapai.	1,771.0	614.6	12,769,605	7,377,073	1,765,472	838,414	416,764	1,484,633	267,605	59.5
TUCSON (Pima) . . . **20 - 49%** Cochise, Santa Cruz.	581.7	203.8	4,034,038	2,363,492	566,568	312,168	120,717	501,845	94,182	63.0
ARKANSAS										
FORT SMITH (Sebastian) . . . **20 - 49%** Crawford, Franklin, Logan; OKLA.: Le Flore.	199.4	72.8	1,144,214	778,292	173,154	97,327	38,822	178,582	20,979	47.9
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **20 - 49%** Arkansas, Ashley, Baxter, Bradley, Chicot, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Grant, Hot Spring, Jefferson, Lonoke, Monroe, Ouachita, Perry, Prairie, Saline, Sharp, Van Buren, White, Woodruff.	930.1	327.4	5,802,467	3,378,047	745,296	463,287	147,725	756,509	107,392	44.5
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **20 - 49%** ARK.: Little River; TEX.: Cass.	146.4	53.9	829,691	587,011	159,884	67,165	20,262	124,434	14,711	51.1
CALIFORNIA										
ANAHEIM-SANTA ANA-GARDEN GROVE (Orange)	1,913.2	715.8	17,500,110	9,550,489	1,875,267	1,291,933	547,444	1,963,628	256,221	34.0
BAKERSFIELD (Kern)	376.0	126.7	2,313,027	1,628,053	398,677	156,347	81,144	308,808	70,521	54.2
CHICO (Butte) . . . **20 - 49%** Glenn.	157.5	62.1	1,046,148	638,550	168,703	49,895	35,434	110,919	24,678	39.1
FRESNO (Fresno) . . . **20 - 49%** Kings, Madera.	618.5	210.0	3,789,817	2,596,919	612,254	289,088	126,099	562,078	126,119	53.0
LOS ANGELES-LONG BEACH (Los Angeles) . . . **20 - 49%** Inyo, Mono, Orange.	9,101.3	3,543.8	79,121,059	40,768,891	8,734,426	5,128,383	2,290,337	7,960,939	1,355,288	44.4

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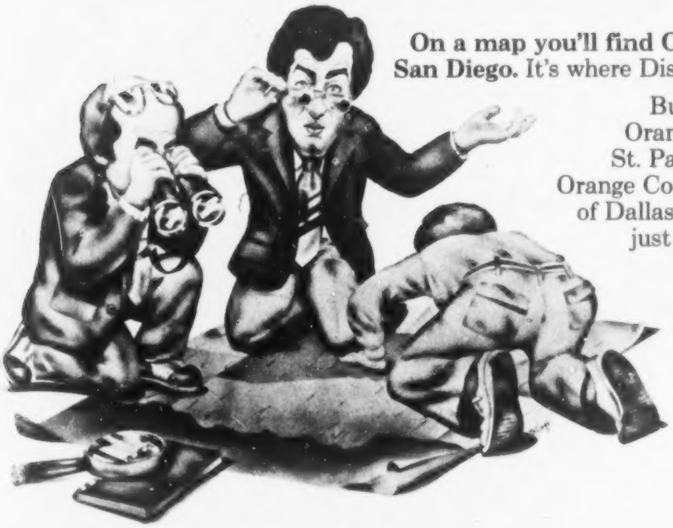

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Sources: S&MM 1979 Survey of Buying Power Data Services;
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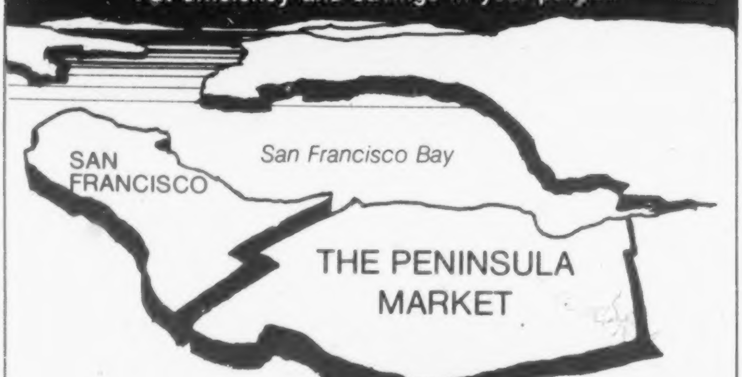

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SOURCE: Sales & Marketing Management October 1979
Yankelovich, Skelly & White, 1980; ABC 3-30-80

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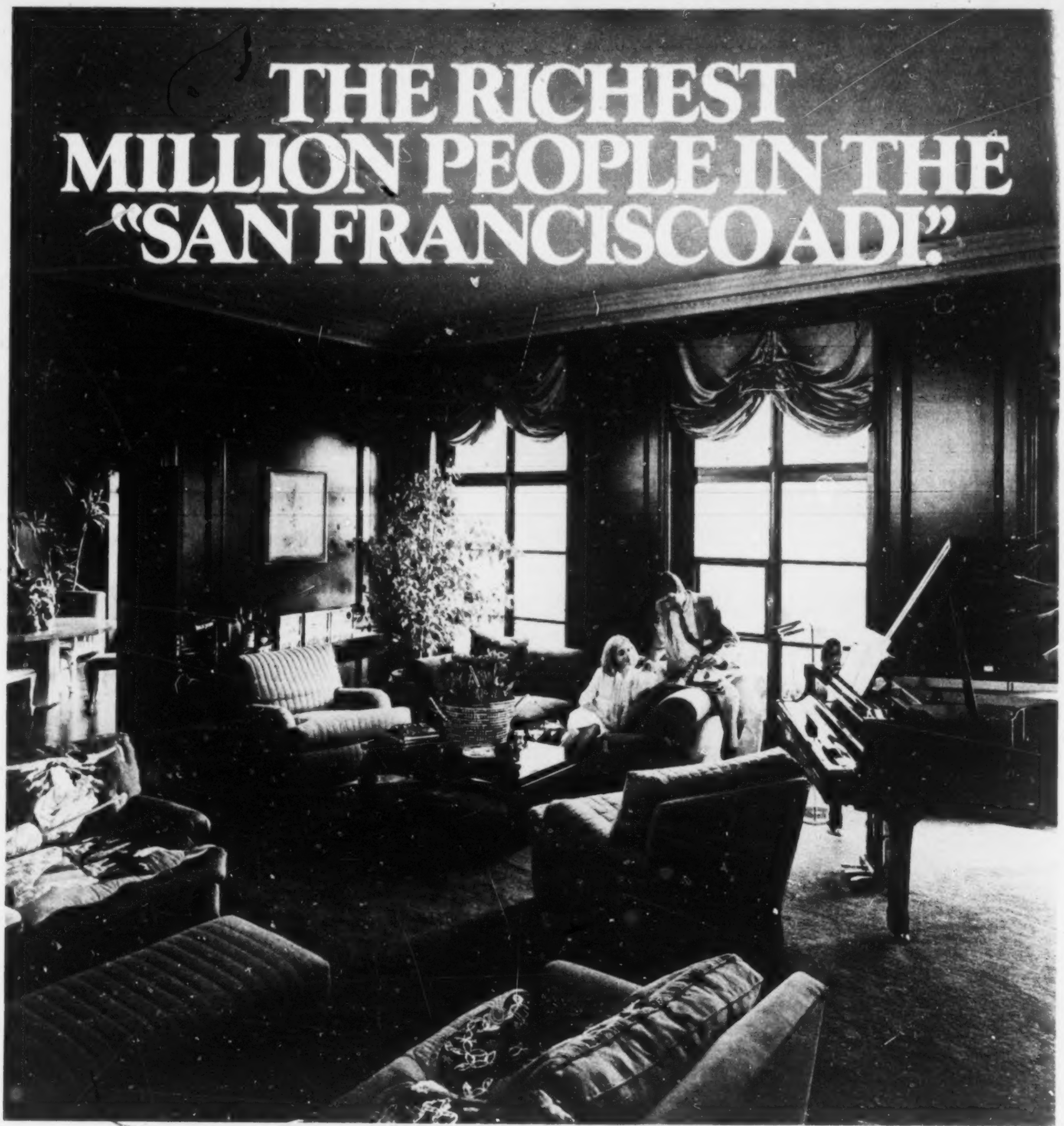

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Sources: Los Angeles Times Production Department; Media Records; The Source Newspaper Survey; "Survey of Buying Power Data Service" and "Market Statistics Special Report," Sales and Marketing Management; and Consumer Trend Analysis, Los Angeles Times Marketing Research Department.

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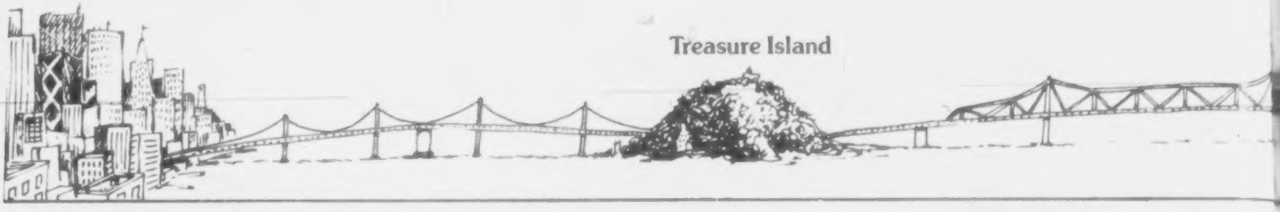
Pop. 640,000
(City and County)



We've got the numbers.

Circulation for the Oakland Tribune/Eastbay Today has now passed the 200,000 mark. And we're growing more every day.*

When we introduced Eastbay Today last fall, our bright and lively new paper attracted a great deal of attention. Over the months, it's established a strong and loyal following of readers. And the tremendous success continues to build as Eastbay Today reaches more and more readers daily.

In short, we think we've change the reading habits of many San Francisco Bay Area residents. The Oakland Tribune/Eastbay Today ha more readers on the East side of th Bay than any other newspaper. In fact, we're read by 58% more East Bay residents than the San Francisc

Gannett Newspaper Advertising Sales:
New York (212) 949-0920 · Atlanta (404) 233-9466 · Detroit (313) 642-0700 · Dallas (214) 688-0441
Philadelphia (215) 667-3961 · Chicago (312) 527-0550 · Los Angeles (213) 384-0088 · San Francisco (415) 433-4310

*Chronicle/Examiner East Bay circulation based on September 30, 1979, ABC Annual audit. Our circulation based on current sales data, 9/14/80.
**Based on year to date linage through August 1980 and 1979 as reported by Media Records.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE **S&MM** NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
CA (cont.)										
MODESTO (Stanislaus)	251.1	93.3	1,949,321	1,122,162	252,636	154,031	72,267	189,784	47,269	55.1
OXNARD-SIMI VALLEY-VENTURA (Ventura)	505.3	171.7	3,564,208	1,916,634	484,638	231,570	92,136	430,323	76,742	22.9
REDDING (Shasta) . . . **20 - 49%** Trinity.	122.0	46.8	870,301	613,525	142,738	51,184	24,861	109,052	36,470	62.5
RIVERSIDE-SAN BERNARDINO-ONTARIO (Riverside, San Bernardino)	1,454.8	546.8	10,175,776	5,983,490	1,264,698	856,939	240,193	1,192,551	216,014	38.3
SACRAMENTO (Sacramento) . . . **20 - 49%** Amador, Colusa, El Dorado, Lassen, Placer, Plumas, Sierra, Yolo.	1,132.8	422.2	8,697,055	5,231,378	1,200,944	632,749	266,459	1,028,813	229,013	60.2
SALINAS-SEASIDE-MONTEREY (Monterey)	285.5	84.4	1,886,774	1,165,401	239,305	104,039	60,060	224,665	52,540	36.5
SAN DIEGO (San Diego)	1,841.2	704.4	14,125,990	7,512,742	1,490,114	1,173,634	447,294	1,424,469	220,709	54.9
SAN FRANCISCO-OAKLAND (San Francisco, Alameda) . . . **Over 50%** Contra Costa, Marin, San Mateo; **20 - 49%** Sonoma; NEV.: Douglas.	3,521.0	1,425.9	33,162,419	16,064,382	3,538,970	2,004,094	884,235	2,873,074	721,079	56.6
SAN JOSE (Santa Clara)	1,262.7	454.4	12,269,228	6,176,709	1,212,495	842,910	381,072	1,335,429	226,976	50.9
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara)	297.2	107.6	2,486,056	1,274,736	260,802	117,686	73,680	201,532	50,019	42.2
SANTA CRUZ (Santa Cruz)	180.0	70.8	1,294,758	820,050	194,600	76,989	32,904	152,924	38,394	35.6
SANTA ROSA (Sonoma)	282.5	108.7	2,130,485	1,324,213	320,283	136,218	63,474	223,327	53,014	49.7
STOCKTON (San Joaquin) . . . **20 - 49%** Calaveras.	341.7	116.8	2,290,526	1,444,457	336,927	160,852	78,818	300,628	72,725	47.1

t 200,000 households on our side.

East Bay
Pop. 1.7 Million
(Contra Costa and Alameda Counties)

hronicle and Examiner combined.*

And circulation numbers haven't een our only gains.

National advertisers have in- their linage in the Tribune/ oday as well. General display linage s up 27% over last year, transporta- ion linage has increased by 33% and tobacco by over 75%.** And total linage run by local retailers has also increased over 1979 totals, even in the face of the well-publicized recession.

Why? Because facts like these have given us a reputation among many as the fastest growing paper in America.

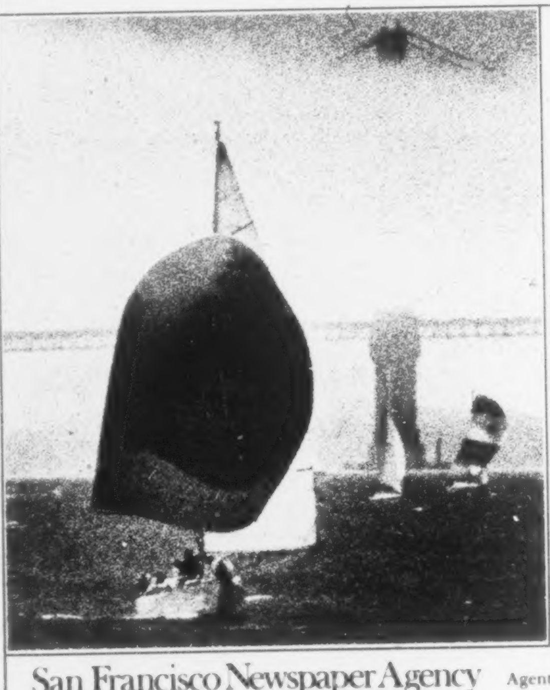
The Oakland Tribune/Eastbay Today—over 200,000 households strong and reaching further every day.

So before you buy the Bay, give some thought to our side of the story.

THE OAKLAND TRIBUNE/EASTBAY TODAY A Gannett Newspaper

409 Thirteenth Street, P.O. Box 24304, Oakland, CA 94623
National Advertising: (415) 645-2521 · Local Advertising: (415) 645-2530 · Classified Advertising: (415) 645-2121

San Francisco. The City is just the beginning...



of the San Francisco-Oakland Metro Area, the nation's highest ranked major metropolitan market in per capita E.B.I.

In this 5-county area which generates over $13 billion in retail sales, The San Francisco Chronicle and The San Francisco Examiner, with more than 1½ million adult readers, reach 63% of the adult population and 87% of those who earn $25,000 or more annually.

San Francisco newspapers are the only single print media buy that effectively covers this lucrative marketing area.

San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner

Represented nationally by Sawyer-Ferguson-Walker. Sources: IMPACT San Francisco/Scarborough Research, 5-issue reach; S&MM Survey of Buying Power 1979

S&MM's SURVEY OF NEWSPAPER MARKETS

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COLORADO										
COLORADO SPRINGS (El Paso) . . . **Over 50%** Teller.	298.8	99.4	1,865,088	1,210,363	230,420	147,944	68,906	280,040	23,958	71.7
DENVER-BOULDER (Denver, Boulder) . . . **Over 50%** Adams, Arapahoe, Clear Creek, Douglas, Gunnison, Jefferson, Summit; **20 - 49%** Alamosa, Chaffee, Cheyenne, Eagle, Elbert, Gilpin, Grand, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Moffat, Morgan, Phillips, Pitkin, Routt, San Juan, Sedgwick, Washington, Weld, Yuma; KAN.: Cheyenne, Sherman; WYO.: Albany.	2,074.7	746.2	16,361,313	9,278,799	1,959,488	1,070,143	433,692	1,886,360	232,342	69.6
GRAND JUNCTION (Mesa) . . . **20 - 49%** Delta, Garfield, Rio Blanco.	119.0	45.4	799,709	560,425	116,339	49,713	25,988	128,679	13,583	56.8
PUEBLO (Pueblo) . . . **Over 50%** Crowley, Huerfano; **20 - 49%** Alamosa, Baca, Bent, Custer, Fremont, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	254.6	91.4	1,506,313	865,018	217,609	98,486	41,880	170,242	22,120	55.1
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield)	816.6	286.0	8,597,141	3,285,501	692,048	335,975	158,871	521,636	79,940	51.3
HARTFORD-NEW BRITAIN-BRISTOL (Hartford) . . . **Over 50%** Tolland; **20 - 49%** Middlesex.	1,053.1	367.0	8,365,610	3,875,864	885,171	470,166	150,863	650,187	125,386	73.7
NEW HAVEN-WEST HAVEN-WATERBURY-MERIDEN (New Haven) . . . **20 - 49%** Litchfield.	918.7	324.8	6,904,373	3,160,954	746,026	397,756	129,453	532,868	87,511	70.4
NEW LONDON-NORWICH (New London)	245.7	82.2	1,691,306	805,400	175,552	91,977	36,077	168,722	20,885	44.9
DELAWARE										
DOVER (Kent)	96.7	32.0	529,852	430,494	89,811	59,517	14,675	97,437	10,692	57.0
WILMINGTON (New Castle) . . . **20 - 49%** Sussex; MD.: Cecil.	547.5	189.6	4,278,329	2,187,447	494,321	304,081	114,937	335,515	78,183	64.2
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia) . . . **Over 50%** MD.: Charles, Montgomery, Prince Georges; VA.: Arlington, Fairfax, Loudoun; **20 - 49%** MD.: Calvert, Howard, St. Marys; VA.: Fauquier, Prince William.	3,295.7	1,161.8	31,142,184	14,331,338	2,877,779	2,018,150	732,843	2,716,403	594,707	73.7

Single Rate Newspaper

The New Haven Register
EVENING · SUNDAY
Journal-Courier
MORNING

Since 1965
Our national rate less 15% and 2% has been equal to our retail rate.

For further information contact
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WHEN YOU WANT YOUR AD TO GO

WOW!

Put it in the Denver Post's Big Impact page. The Denver Post big full size pages work on the pocketbooks of more of Denver's upscale market than Denver's tabloid. An independent study shows 24% of women and 33% of men reading The Post have household incomes of $25,000 or more. This compares to 19% of women and 27% of men reading the other Denver paper. Big Impact pages also account for The Post carrying more national linage in these major categories: 59% food, 52% liquor, 66% travel and transportation and 58% new cars.

THE BIG DIFFERENCE

THE DENVER POST

For more facts on how to make The Post's Big Impact pages work for you in the Denver market, call us direct, collect at (303) 820-1421 or contact Sawyer-Ferguson-Walker.

Sources: Scarborough Research, 1978; Media Records, 1979.

THE DENVER POST MAKES A BIG DIFFERENCE

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1979									
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
FLORIDA										
BRADENTON (Manatee)	136.3	59.9	987,772	641,107	162,026	104,228	29,551	125,758	25,996	41.5
DAYTONA BEACH (Volusia) . . . **Over 50%** Flagler.	233.5	96.3	1,445,806	1,158,471	247,903	144,305	46,573	194,889	53,271	80.7
FORT LAUDERDALE-HOLLYWOOD (Broward)	927.6	377.1	7,886,777	5,333,105	1,092,225	675,571	297,273	1,235,089	191,639	51.2
FORT MYERS-CAPE CORAL (Lee) . . . **20 - 49%** Charlotte.	250.6	104.7	1,781,175	1,227,622	273,576	145,621	81,266	232,520	41,896	53.8
GAINESVILLE (Alachua) . . . **20 - 49%** Dixie, Gilchrist, Levy, Union.	177.2	59.9	1,008,101	710,552	172,370	86,000	38,985	119,574	27,347	53.2
JACKSONVILLE (Duval) . . . **Over 50%** Clay; **20 - 49%** Baker, Bradford, Columbia, Nassau, St. Johns, Suwannee; GA.: Camden, Charlton.	806.8	279.0	5,019,515	3,328,063	727,045	383,732	136,819	762,634	120,461	67.0
LAKELAND-WINTER HAVEN (Polk)	284.4	103.3	1,865,895	1,300,280	306,935	160,305	50,606	266,789	47,989	37.9
MELBOURNE-TITUSVILLE-COCOA (Brevard) . . . **20 - 49%** Indian River.	308.5	105.9	1,769,087	1,309,676	304,082	177,883	61,992	250,[illegible]21	53,370	57.3
MIAMI (Dade) . . . **Over 50%** Monroe; **20 - 49%** Broward, Indian River, Martin	2,573.9	1,003.8	21,082,444	13,319,837	2,779,209	1,749,613	856,351	2,667,520	501,813	42.3
OCALA (Marion)	105.4	38.1	593,704	472,049	124,164	49,451	15,561	71,695	13,926	66.0
ORLANDO (Orange) . . . **Over 50%** Osceola, Seminole; **20 - 49%** Lake, Sumter.	743.1	276.3	5,182,663	3,499,854	835,588	451,460	143,825	712,880	96,624	55.7
PANAMA CITY (Bay) . . . **20 - 49%** Gulf.	107.1	37.2	592,044	462,873	87,755	69,808	29,017	104,810	11,361	61.7

Naples Daily News

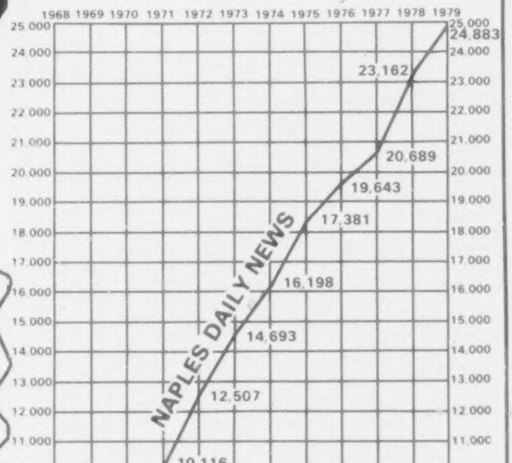
NAPLES, FLORIDA

95% Sunday*

84% Daily*

City Zone Coverage

*Circulation Comparison**
Collier County, Florida



Call Bob Groff, Nat'l Adver. Mgr. 813-262-3161
1075 Central Avenue, Naples, FL 33940

** Audit Bureau of Circulations, March 31, 1979*

HOW DID WE GET TO BE SO BIG?

FORT LAUDERDALE NEWS

Sun-Sentinel

MARKET GROWTH:

The South Florida Market (Broward, South Palm Beach County area), ranks 1st in the nation in per capita retail sales among the top 50 major markets*

*S&MM Survey of Buying Power, '79

ADVERTISING GROWTH:

The FORT LAUDERDALE NEWS ranks 4th in the nation in total advertising linage among all 7-day newspapers, putting it ahead of the 7th-ranking Miami Herald by 12,525,935 lines*

The SUN-SENTINEL (5 days a week) ranks 10th in the nation in total advertising linage among all 6-day morning newspapers*

*Media Records, '79

CIRCULATION GROWTH:

For Sunday editions alone, the FORT LAUDERDALE NEWS/SUN-SENTINEL posted the largest circulation gain in Florida—up 23,408, or 13.1% over 1979 (ABC Publishers' Statement, 3/30/80).

READERSHIP GROWTH:

	% Adults Covered	Audience (000)
FORT LAUDERDALE NEWS/SUN-SENTINEL (Net Unduplicated)	55	360
Miami Herald	22	144
Palm Beach Post-Times (Net Unduplicated)	2	13

Fact: **The NEWS/SENTINEL combo reaches more than twice as many adult readers as all other major daily newspapers combined.**

Fort Lauderdale News/Sun-Sentinel, Tel. 305-761-4466, 101 North New River Drive East, Ft. Lauderdale, FL 33302

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc. In Florida by Publishers Representatives of Florida

Because We Are The Best Advertising Reach And Sell To The $5.4 Billion Retail Fort Lauderdale Primary Market!

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1979										%
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FL (cont.)											
PENSACOLA (Escambia) . . . **Over 50%** Santa Rosa.	281.8	94.0	1,645,618	1,074,272	244,683	170,505	47,036	251,362	30,010		67.0
SARASOTA (Sarasota) . . . **20 - 49%** Manatee.	316.2	140.6	2,315,222	1,714,253	386,921	227,193	127,623	308,221	62,608		57.4
TALLAHASSEE (Leon) . . . **20 - 49%** Calhoun, Franklin, Gadsden, Jefferson, Liberty, Madison, Taylor, Wakulla.	243.3	80.5	1,439,348	903,121	222,469	103,599	36,174	167,051	27,781		53.4
TAMPA-ST. PETERSBURG (Hillsborough, Pinellas) . . . **Over 50%** Hernando, Pasco; **20 - 49%** Citrus, Hardee, Highlands.	1,611.9	673.9	11,318,857	7,017,088	1,807,570	995,968	306,605	1,280,065	223,958		69.5
WEST PALM BEACH-BOCA RATON (Palm Beach) . . . **20 - 49%** Glades, Martin, Okeechobee.	592.8	229.7	5,070,062	3,012,034	714,864	366,770	182,325	586,679	101,828		47.7
GEORGIA											
ALBANY (Dougherty) . . . **20 - 49%** Calhoun, Decatur, Miller, Mitchell, Randolph, Seminole, Terrell, Worth.	198.3	63.5	1,071,505	660,169	153,725	81,182	33,079	145,625	21,738		49.3
ATLANTA (Fulton) . . . **Over 50%** De Kalb, Fayette; **20 - 49%** Barrow, Butts, Carroll, Cherokee, Clarke, Clayton, Cobb, Coweta, Douglas, Forsyth, Gwinnett, Haralson, Henry, Morgan, Newton, Rabun, Rockdale, Towns, Upson, Walton.	2,135.5	737.3	15,998,006	9,272,984	1,859,141	1.546,938	336,679	1,866,016	283,615		50.4
AUGUSTA (Richmond) . . . **Over 50%** Glascock; **20 - 49%** Burke, Columbia, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	387.1	122.3	2,234,755	1,361,558	317,319	179,585	66,812	283,458	41,119		57.9
COLUMBUS (Columbus) . . . **Over 50%** ALA.: Russell; GA.: Chattahoochee; **20 - 49%** GA.: Harris, Marion, Quitman, Schley, Stewart, Talbot.	261.3	83.5	1,423,152	884,295	175,605	129,462	41,079	207,071	26,279		66.9
MACON (Bibb) . . . **20 - 49%** Baldwin, Bleckley, Crawford, Dodge, Dooly, Houston, Jones, Macon, Monroe, Peach, Pulaski, Taylor, Telfair, Twiggs, Wilkinson.	411.9	130.6	2,188,095	1,416,740	337,630	171,450	51,650	286,567	43,279		51.7
SAVANNAH (Chatham) . . . **20 - 49%** Bryan, Candler, Effingham, Evans, Liberty, Long, Screven, Tattnall, Toombs, Wayne; S.C.: Beaufort, Jasper.	415.2	129.3	2,231,436	1,479,937	325,349	143,279	89,187	265,524	47,935		54.2
HAWAII											
HONOLULU (Honolulu) . . . **Over 50%** Maui; **20 - 49%** Hawaii, Kauai.	917.9	269.6	7,241,250	3,831,635	750,964	762,528	103,137	495,683	225,299		74.8
IDAHO											
BOISE (Ada) . . . **20 - 49%** Adams, Boise, Camas, Canyon, Elmore, Gem, Owyhee, Payette, Valley, Washington; ORE.: Malheur.	345.0	118.7	2,220,537	1,520,663	333,123	149,896	82,677	336,780	39,330		44.0
IDAHO FALLS (Bonneville) . . . **20 - 49%** Butte, Clark, Custer, Fremont, Jefferson, Madison, Teton.	120.5	36.2	740,708	524,782	102,895	60,877	32,856	98,831	13,280		62.0

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The Southeast's Fastest Growing Major Metro Market!

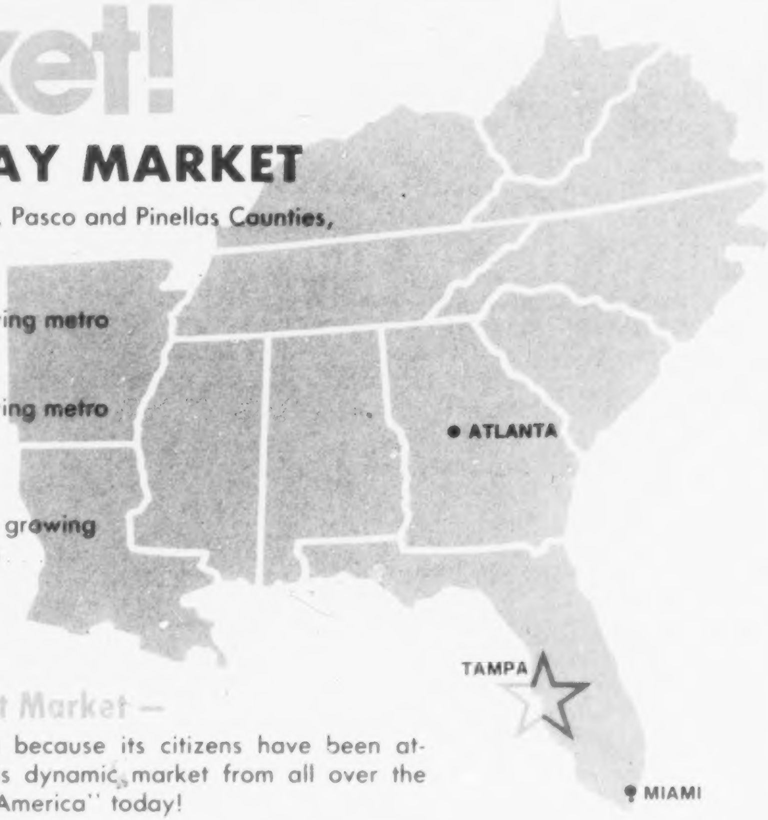
THE TAMPA BAY MARKET

. . . is comprised of Hillsborough, Pasco and Pinellas Counties, the heart of Florida's Gulf Coast.

☐ Tampa Bay is the fastest growing metro market in Florida!

☐ Tampa Bay is the fastest growing metro market in the Southeast . . . ahead of Miami and Atlanta!

☐ Tampa Bay is the third fastest growing major metro market in the U.S behind Phoenix and Houston! Not bad company!



Tampa Bay is a great Test Market —
a real cross section of America because its citizens have been attracted by the magnetism of this dynamic market from all over the U.S. Tampa Bay is "Main Street America" today!

Advertisers reach this "hot" Tampa Bay Market
in The Tampa Tribune and Times at the lowest national line rate of all Florida major metro newspapers.

Source: S&MM Survey of Buying Power, July, 1979

The Quality Buy

THE TAMPA TRIBUNE
Morning and Sunday

The Tampa Times
Evening and Sunday

Media General Newspapers
Represented by Sawyer-Ferguson-Walker

Contact:
Byron Taggart, General Advertising Manager
Tampa Tribune-Times, P.O. Box 191
Tampa, Florida 33601 (813) 272-7445

S&MM's SURVEY OF NEWSPAPER MARKETS

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ILLINOIS										
BLOOMINGTON-NORMAL (McLean) . . . **20 - 49%** De Witt, Ford, Livingston, Logan, Woodford.	255.9	87.9	2,047,221	1,095,048	226,377	94,515	40,771	246,604	25,101	54.4
CARBONDALE (Jackson) . . . **20 - 49%** Perry, Randolph, Union, Williamson.	183.9	66.6	1,166,661	744,518	160,006	87,115	28,348	155,979	18,590	40.7
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **20 - 49%** Douglas, Ford, Piatt.	218.2	74.8	1,661,609	955,187	187,870	107,550	45,545	173,945	25,586	59.4
CHICAGO (Cook) . . . **Over 50%** Du Page, Kane, Lake, Will; **20 - 49%** De Kalb, Grundy, Kendall, McHenry.	7,137.1	2,487.3	62,495,979	30,759,429	5,913,183	3,954,370	1,381,980	5,708,292	1,124,411	59.8
DANVILLE (Vermilion) . . . **20 - 49%** IND.: Fountain, Warren.	124.5	45.4	1,013,328	444,192	102,339	43,835	16,072	97,887	16,655	63.2
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **20 - 49%** ILL.: Henry; IA.: Cedar.	396.0	140.7	3,390,824	1,791,728	344,333	266,043	76,529	374,402	63,308	63.0
DECATUR (Macon) . . . **Over 50%** Moultrie; **20 - 49%** Douglas, Fayette, Piatt, Shelby.	224.4	84.0	1,767,644	939,997	200,384	118,416	42,606	207,136	22,628	63.9
KANKAKEE (Kankakee) . . . **20 - 49%** Iroquois.	131.3	43.7	933,638	517,438	103,872	54,723	19,687	120,669	19,484	69.4
PEORIA (Peoria) . . . **Over 50%** Tazewell; **20 - 49%** Fulton, Marshall, Stark, Woodford.	432.5	156.0	3,534,759	1,936,463	382,712	269,089	83,359	428,226	45,543	59.5
QUINCY (Adams) . . . **Over 50%** MO.: Lewis; **20 - 49%** ILL.: Brown, Hancock, Pike; MO.: Knox, Scotland.	139.7	52.4	972,880	443,859	98,232	39,600	21,023	98,239	14,154	52.5

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CHICAGO
Sun-Times

★★★★★

New study shows:

Sun-Times leads in Chicago ADI coverage

1980 CHICAGO ADI
KENOSHA
McHENRY
LAKE
DE KALB
KANE
COOK
LA SALLE
LAKE
PORTER
LA PORTE
WILL
KANKAKEE
IROQUOIS
NEWTON
JASPE
THREE SIGMA STUDY

Wins over Tribune in total adults!

Note the Sun-Times lead over the Tribune in ADI percent coverage and audience measurements. Compare, too, with rating points and coverage of other media.

	Sun-Times		Tribune	
	(%)	(000)	(%)	(000)
Total Adults	35	2,065	34	1,977
Adults 18-49	34	1,322	30	1,189
Working Women	39	634	28	448
Chief Wage Earners	38	1,207	33	1,043
Principal Food Shoppers	39	1,341	32	1,079

Source: Three Sigma, 1980

It's official. The daily Sun-Times reaches more people than the Tribune.

In the Three Sigma Study — the first comprehensive multi-market survey of newspaper readership on an ADI basis — the Sun-Times emerges as the dominant Chicago daily newspaper.

Dominant in reaching *total adults* in the Chicago ADI.

Dominant in reaching more adults 18-64. And in the 18-49 age group — active spenders so important to advertisers — the Sun-Times delivers a remarkable 11% more adults than the Tribune.

Dominant in *working women*. The Sun-Times delivers over 40% more of them than the Tribune. And over 36% more in professional and managerial positions.

Dominant in reaching the real spenders, too. The Sun-Times reaches more *chief wage earners* than the Tribune. And an impressive quarter-million more *principal food shoppers*.

That's dominance. Dominance that makes the Sun-Times the new standard for reaching people in Chicago.

To reach your prime prospects, reach for the Sun-Times. Get the full story from your Sun-Times sales representative today. Call (312) 321-2343 for details.

CHICAGO
Sun-Times
The Bright One

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
IL (cont.)										
ROCKFORD (Winnebago) . . . **20 - 49%** Boone, Ogle.	313.3	113.1	2,560,918	1,249,580	266,137	193,471	66,768	222,055	41,141	58.4
SPRINGFIELD (Sangamon) . . . **Over 50%** Menard; **20 - 49%** Cass, Christian, Macoupin, Montgomery.	315.6	121.4	2,351,237	1,371,357	294,133	178,403	52,454	266,403	50,239	55.7
INDIANA										
ANDERSON (Madison)	137.2	48.4	1,118,835	553,263	115,707	77,861	20,956	137,941	23,230	73.4
BLOOMINGTON (Monroe) . . . **20 - 49%** Owen.	108.7	36.8	670,043	370,207	80,759	44,981	16,203	61,843	15,613	60.4
ELKHART (Elkhart)	136.2	46.5	1,037,434	638,520	124,402	78,126	21,743	187,492	27,161	58.3
EVANSVILLE (Vanderburgh) . . . **Over 50%** Posey, Spencer, Warrick; **20 - 49%** ILL.: Gallatin, Wabash, White; IND.: Dubois, Gibson, Perry, Pike; KY.: Henderson, Union, Webster.	446.8	157.2	2,923,580	1,787,689	351,937	188,408	80,512	417,756	55,255	63.2
FORT WAYNE (Allen) . . . **Over 50%** Whitley; **20 - 49%** Adams, De Kalb, Huntington, Noble, Steuben, Wells; OHIO: Paulding.	512.0	174.1	3,798,100	2,058,432	404,954	270,233	81,434	460,034	67,119	70.9
GARY-HAMMOND-EAST CHICAGO (Lake) . . . **20 - 49%** Jasper, Porter.	673.6	218.2	5,281,959	2,702,519	620,956	318,365	108,636	540,207	104,036	62.6
INDIANAPOLIS (Marion) . . . **Over 50%** Hamilton, Hancock, Hendricks, Johnson; **20 - 49%** Boone, Morgan, Putnam, Rush, Shelby.	1,218.5	420.8	9,408,733	5,322,300	1,016,414	716,767	192,575	1,090,605	175,494	73.1
KOKOMO (Howard) . . . **20 - 49%** Tipton.	104.8	36.6	913,541	455,988	88,056	71,336	19,446	103,560	17,424	74.3
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%** Benton; **20 - 49%** Carroll, Warren, White.	175.0	58.3	1,232,732	638,347	128,383	105,649	29,156	121,621	26,798	59.3
MUNCIE (Delaware) . . . **20 - 49%** Blackford, Jay, Randolph.	192.7	66.1	1,339,460	700,027	153,261	68,737	29,290	173,702	31,503	69.4
RICHMOND (Wayne) . . . **20 - 49%** Union; OHIO: Preble.	120.0	42.0	821,943	454,947	82,689	59,391	10,813	109,542	14,858	54.8
SOUTH BEND (St. Joseph) . . . **20 - 49%** Marshall, Starke; MICH.: Cass.	344.8	117.1	2,328,140	1,291,019	262,583	155,162	51,364	301,198	46,968	69.4
TERRE HAUTE (Vigo) . . . **20 - 49%** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	204.2	75.2	1,328,923	928,760	152,653	98,882	23,853	168,391	27,649	58.1
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%** Iowa, Jones; **20 - 49%** Benton, Cedar, Delaware.	265.7	91.8	2,008,151	1,061,012	212,511	144,361	46,907	211,302	34,039	65.0
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL.: Rock Island) . . . **20 - 49%** ILL.: Henry; IA.: Cedar.	396.0	140.7	3,390,824	1,791,728	344,333	266,043	76,529	374,402	63,308	63.0

get to know kokomo, indiana

S.M.S.A. METRO AREA - HOWARD & TIPTON COUNTIES

- INDIANA'S RICHEST HOUSEHOLDS ARE IN KOKOMO, INDIANA
- INDIANA'S STRONGEST NEWSPAPER IS IN KOKOMO, INDIANA

kt
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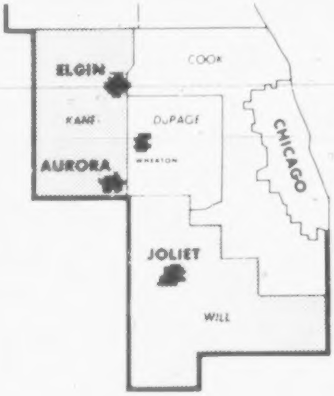
THE KOKOMO TRIBUNE

Represented by **BRANHAM** Newspaper Sales

one-third of the Chicago SMSA is not effectively covered by the Chicago Tribune and Chicago Sun-Times



. . . . to reach that important market segment in Kane and Will counties, you need

Greater Chicago Newspapers

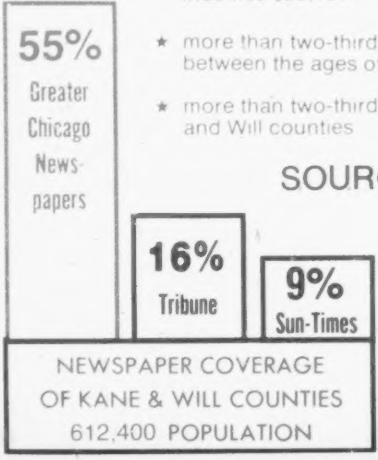
Greater Chicago Newspapers DELIVER 55% coverage of the suburban two-county "MARKET-APART" not reached by the Chicago newspapers . . .

● 612,400 POPULATION ● 192,400 HOUSEHOLDS

Greater Chicago Newspapers REACH

- ★ 1 out of every 2 adults with household incomes $25,000+
- ★ more than two-thirds of the people between the ages of 25 to 44
- ★ more than two-thirds of all adults in Kane and Will counties
- ★ almost twice as many adults as the Tribune or Sun-Times who are college graduates or better
- ★ twice as many people as the Tribune and Sun-Times who have traveled by airplane (domestic) in the past 12 months
- ★ over 58% of the professional/technical people in Kane and Will counties

SOURCE: SCARBOROUGH REPORT — 1978



Greater Chicago Newspapers, Copley Newspapers, are represented by Sawyer, Ferguson, Walker - Co., Inc . . . phone your nearest SFW regional office

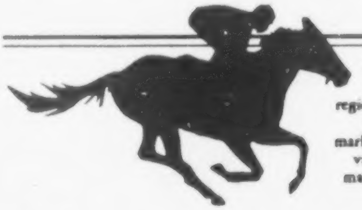
"A MARKET APART"

Greater Chicago Newspapers

THE BEACON-NEWS Aurora	THE HERALD-NEWS Joliet	THE COURIER-NEWS Elgin	DAILY JOURNAL Wheaton

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds Cov. Total Area
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
IA (cont.)										
DES MOINES (Polk) . . . **Over 50%** Dallas, Greene, Warren; **20 - 49%** Adair, Adams, Appanoose, Audubon, Boone, Buena Vista, Calhoun, Carroll, Cass, Cerro Gordo, Cherokee, Clarke, Clay, Decatur, Dickinson, Emmet, Floyd, Franklin, Guthrie, Hamilton, Hancock, Hardin, Henry, Humboldt, Jasper, Jefferson, Johnson, Keokuk, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Mitchell, Monroe, O'Brien, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Washington, Wayne, Webster, Winnebago, Winneshiek, Worth, Wright.	1,402.9	506.5	10,717,391	5,850,011	1,197,117	617,306	244,019	1,239,072	145,713	46.6
DUBUQUE (Dubuque) . . . **20 - 49%** ILL.: Jo Daviess; IA.: Clayton, Jackson; WIS.: Grant.	213.7	67.7	1,395,943	780,844	155,277	88,114	42,679	163,190	23,783	52.3
FORT DODGE (Webster) . . . **Over 50%** Calhoun, Humboldt, Pocahontas; **20 - 49%** Wright.	100.8	35.5	769,248	417,912	81,449	45,532	21,595	107,446	8,177	63.7
SIOUX CITY (Woodbury) . . . **Over 50%** Monona; NEB.: Dakota; **20 - 49%** IA.: Cherokee, Ida, O'Brien, Plymouth, Sioux; NEB.: Cedar, Dixon, Thurston; S.D.: Union.	268.9	93.0	1,917,141	994,258	218,932	88,643	43,444	205,860	32,663	55.6
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%** Butler; **20 - 49%** Bremer, Buchanan, Chickasaw, Grundy, Howard.	244.4	82.5	1,855,765	956,358	187,531	106,878	42,870	206,368	26,048	58.0
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%** Edwards, Rice; **20 - 49%** Barber, Clark, Comanche, Grant, Gray, Greeley, Hamilton, Haskell, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rush, Scott, Stafford, Stanton, Wichita.	213.8	81.5	1,533,310	743,548	174,607	63,129	30,789	155,797	23,033	44.8
SALINA (Saline) . . . **Over 50%** Lincoln, Ottawa; **20 - 49%** Cloud, Dickinson, Ellsworth, Jewell, Logan, Mitchell, Osborne, Phillips, Republic, Smith.	144.9	57.1	1,056,524	547,111	120,100	47,136	23,396	127,711	11,028	47.8
TOPEKA (Shawnee) . . . **Over 50%** Jefferson, Osage; **20 - 49%** Jackson, Marshall, Nemaha, Pottawatomie, Wabaunsee, Washington.	257.6	95.2	1,858,743	980,161	203,037	115,015	43,247	220,781	33,927	78.0
WICHITA (Sedgwick) . . . **20 - 49%** Barber, Butler, Comanche, Elk, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	515.6	187.8	4,091,444	2,228,495	414,198	280,107	98,623	511,142	53,316	73.4
KENTUCKY										
HUNTINGTON-ASHLAND (W.VA.: Cabell; KY.: Boyd) . . . **Over 50%** KY.: Greenup; **20 - 49%** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne.	339.7	119.4	2,146,211	1,239,969	305,654	167,337	72,338	234,869	40,959	56.3
LEXINGTON-FAYETTE (Fayette) . . . **20 - 49%** Anderson, Bourbon, Clark, Garrard, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Powell, Scott, Woodford.	449.4	153.3	2,992,390	1,953,564	419,489	263,200	83,727	382,206	57,855	52.6



THE BLUE GRASS: A THOROUGHBRED MARKET

World renowned for champion thoroughbreds, the Blue Grass region of central Kentucky has also burgeoned into a thoroughbred market. The figures tell the story: a vast, lucrative, virtually untapped market...available only through the Lexington Herald-Leader.

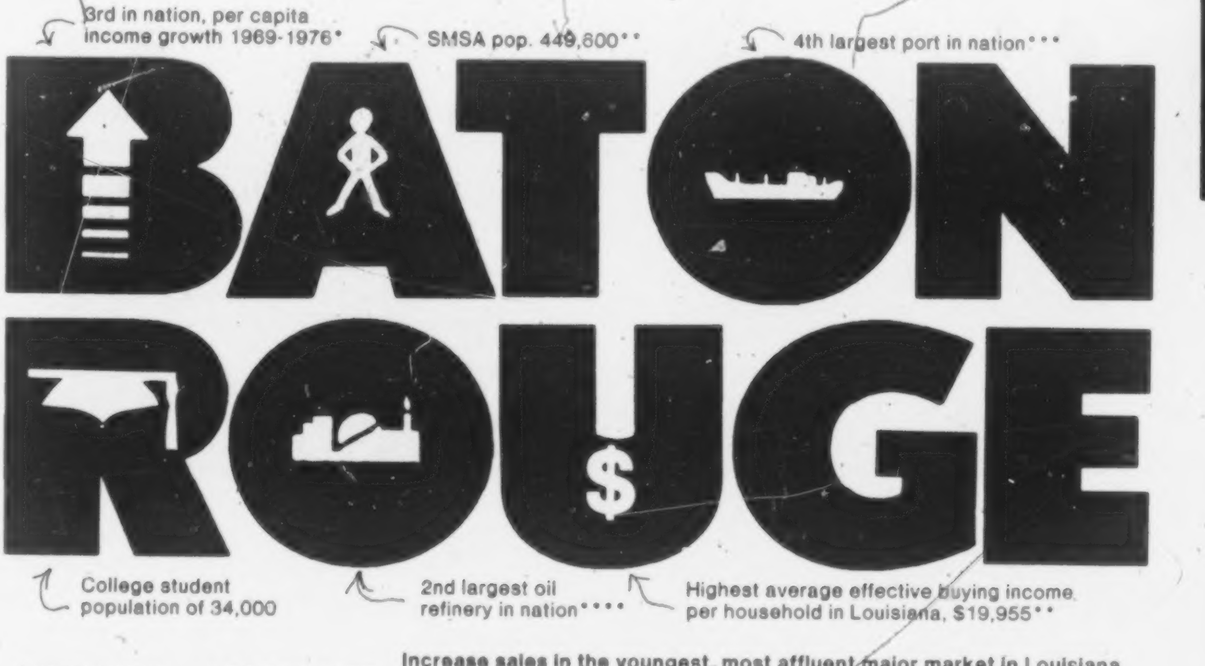
	1975	1978	1983	% Change
EBI	$1.4 billion	$1.9 billion	$3.3 billion	131%
EBI/HH	$14,712	$18,983	$28,783	96%
Retail Sales	$848 million	$1.2 billion	$2.0 billion	134%
RS/HH	$8,715	$11,780	$17,267	98%
Population	294,700	305,400	324,400	10%

Source: S & MM 1979 Survey of Buying Power

THE LEXINGTON HERALD-LEADER COMPANY
"Overlook the Blue Grass and You've Overlooked Kentucky!"

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979									% Hslds Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	
KY (cont.)										
LOUISVILLE (Jefferson) . . . **Over 50%** IND.: Floyd; KY.: Oldham; **20 - 49%** IND.: Clark, Crawford, Harrison, Scott, Washington; KY.: Breckinridge, Bullitt, Carroll, Green, Hardin, Hart, Henry, Larue, Marion, Meade, Nelson, Russell, Shelby, Spencer, Taylor, Washington.	1,255.5	425.9	9,062,314	4,711,055	1,077,333	563,588	238,699	970,409	155,585	67.7
OWENSBORO (Daviess) . . . **20 - 49%** Hancock, McLean, Muhlenberg, Ohio.	157.5	54.3	1,077,432	608,756	145,051	61,587	29,893	153,384	18,161	57.7
PADUCAH (McCracken) . . . **20 - 49%** ILL.: Massac; KY.: Ballard, Carlisle, Hickman, Livingston, Lyon, Marshall.	140.4	52.2	898,400	577,199	116,560	63,292	24,920	136,525	22,966	48.5
LOUISIANA										
ALEXANDRIA (Rapides) . . . **20 - 49%** Avoyelles, Grant, La Salle.	195.8	62.1	967,248	641,449	161,995	101,043	26,083	140,668	24,180	53.0
BATON ROUGE (East Baton Rouge) . . . **Over 50%** West Feliciana; **20 - 49%** Ascension, East Feliciana, Iberville, Livingston, Pointe Coupee, West Baton Rouge.	536.3	172.3	3,726,502	2,169,420	521,489	415,608	97,370	438,540	68,381	55.3
LAFAYETTE (Lafayette)	139.0	43.7	964,365	720,163	140,445	108,859	44,693	148,453	17,291	55.0
LAKE CHARLES (Calcasieu) . . . **20 - 49%** Allen, Beauregard, Cameron, Jefferson Davis.	249.4	82.0	1,513,817	954,072	255,973	103,833	41,945	218,947	29,735	47.2
MONROE (Ouachita) . . . **20 - 49%** Caldwell, Catahoula, East Carroll, Franklin, Richland, Tensas, Union, West Carroll.	254.1	83.8	1,364,388	861,441	206,622	116,864	36,518	204,898	28,432	48.0
NEW ORLEANS (Orleans) . . . **Over 50%** Jefferson, Plaquemines, St. Bernard, St. Charles; **20 - 49%** St. James, St. John the Baptist, St. Tammany; MISS.: Hancock.	1,294.2	439.2	9,461,398	5,005,219	1,339,030	662,259	262,335	856,493	160,530	66.9


3rd in nation, per capita income growth 1969-1976*
SMSA pop. 449,600**
4th largest port in nation***
BATON ROUGE
$
College student population of 34,000
2nd largest oil refinery in nation****
Highest average effective buying income per household in Louisiana, $19,955**

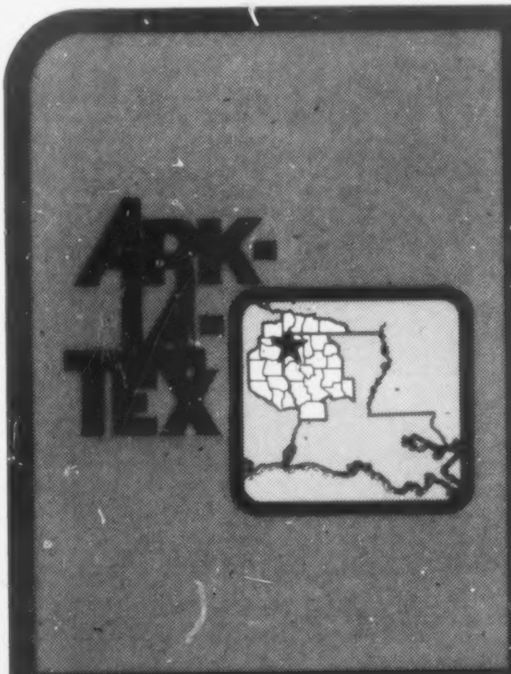
MORNING ADVOCATE
STATE TIMES

Increase sales in the youngest, most affluent major market in Louisiana with the State-Times & Morning Advocate. Combined daily circulation has increased to 119,876 (ABC March 30, 1980). For the full story on using our newspapers to sell in the Baton Rouge market, call Don Stewart, (504) 388-0272. Or talk to our national representative, Branham.

*Advertising Age, Dec. 11, 1978 ** © 1979 S&MM Survey of Buying Power *** U.S. Army Corps of Engineers ****Mid-Continent Oil & Gas Association

S&MM's SURVEY OF NEWSPAPER-MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
LA (cont.)										
SHREVEPORT (Caddo) . . . **Over 50%** Bossier; **20 - 49%** Bienville, Claiborne, De Soto, Lincoln, Natchitoches, Red River, Sabine, Webster.	526.7	174.3	3,065,461	1,893,460	414,645	268,172	89,752	447,348	45,626	60.5
MAINE										
BANGOR (Penobscot) . . . **Over 50%** Hancock, Piscataquis, Washington; **20 - 49%** Aroostook, Knox, Waldo.	394.9	132.0	2,237,268	1,369,550	340,596	144,913	50,520	271,547	42,253	59.2
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%** Oxford; **20 - 49%** Franklin.	169.6	59.3	974,533	587,454	137,218	64,824	13,441	131,379	15,930	73.0
PORTLAND (Cumberland) . . . **20 - 49%** Knox, Lincoln, Sagadahoc, York.	422.3	149.5	2,709,930	1,810,406	405,012	178,974	50,483	316,817	50,063	54.2
MARYLAND										
BALTIMORE (Baltimore) . . . **Over 50%** Anne Arundel; **20 - 49%** Carroll, Harford, Howard, Kent, Queen Annes, Worcester.	2,226.1	772.1	15,445,660	8,756,113	2,079,414	1,111,922	396,309	1,627,876	280,839	66.0
CUMBERLAND (Allegany) . . . **20 - 49%** W.VA.: Mineral.	106.4	39.7	561,553	364,406	87,882	50,437	19,307	59,613	17,164	73.7
FREDERICK (Frederick)	109.9	36.3	732,702	444,056	85,817	61,241	16,851	77,741	13,725	69.6
HAGERSTOWN (Washington)	109.8	39.7	710,337	531,062	103,877	81,339	22,294	81,757	16,121	85.6
SALISBURY (Wicomico) . . . **Over 50%** Somerset; **20 - 49%** Worcester.	107.5	39.1	630,344	586,801	138,577	61,087	24,124	115,522	16,916	57.6



SHREVEPORT

LOUISIANA'S 2nd LARGEST CITY

in the **SHREVEPORT MARKET** . . . you really get quality coverage from The Shreveport Times and Shreveport Journal. You're getting coverage and readership of this quality newspaper audience which makes up the Ark-La-Tex area. The Times-Journal reaches **45%** of the households in this 23-county area in North Louisiana, East Texas and South Arkansas. **70%** coverage in the **METRO** area.

As the big second market in Louisiana, **SHREVEPORT** is the dominating city for **883,000** people in **295,800** households with effective buying income of **5.2 billion** and producing retail sales of **3.2 billion**. Be sure that the **TIMES-JOURNAL** are included in your next advertising schedule — the dominant medium in the market.

Newspaper Production Co., Agent for—

The Times Shreveport Journal

Circulation:				
	M & E	**122,063**	**MORNING**	**87,881**
	SUNDAY	**125,750**	**EVENING**	**34,182**

(ABC AUDIT REPORT ENDING DEC. 31, 1979)
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES
S&MM Survey of Buying Power, July 1980

The Baltimore Sun Means Business

EDITORIAL EXCELLENCE

From legends of H. L. Mencken in The Sun newsroom to the first Pulitzer Prize awarded for feature writing, The Baltimore Sun is recognized world-wide as a leader in the newspaper industry. Our readers respect and trust The Sun as their source of information.

CIRCULATION DOMINANCE

The Baltimore Sun is the most widely read newspaper in Maryland, with 350,848 daily circulation and 374,989 Sunday.

QUALITY READERSHIP

Among daily newspaper readers, The Sun is read in 76% the households with incomes over $20,000; by 76% of the professionals and managers and 77% of those with some college education or more.

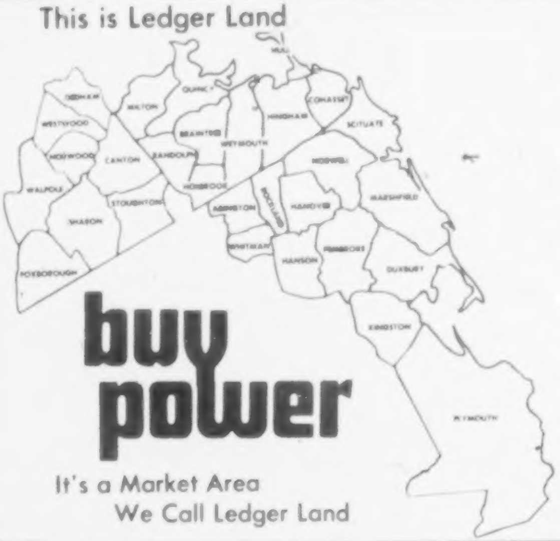
ADVERTISER'S CONFIDENCE

The Baltimore Sun runs 76% of all advertising linage placed in the market's major newspapers. The Sunday Sun ranks third in the nation in Total Display Advertising Linage.

The Baltimore Sun can mean business for you. Our Media and Marketing package has profiles of your customers in Baltimore, the nation's 14th largest market. Call our Marketing Manager at (301) 332-6241 or CWO&O for your copy.

The Baltimore Sun is represented nationally by Cresmer, Woodward, O'Mara and Ormsbee.

Sources: ABC Fas-Fax Report, 3/31/80, The Scarborough Report, 1980,
Media Records, June Y-T-D, 1980.


DEDHAM
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WEYMOUTH
HINGHAM
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NORWOOD
CANTON
RANDOLPH
NORWELL
WALPOLE
HOLBROOK
STOUGHTON
ABINGTON
ROCKLAND
HANOVER
MARSHFIELD
SHARON
WHITMAN
PEMBROKE
HANSON
DUXBURY
FOXBOROUGH
KINGSTON
PLYMOUTH

This is Ledger Land

buy
power

It's a Market Area
We Call Ledger Land

AMONG MASS. EVENING NEWSPAPERS THE PATRIOT LEDGER RANKS ...

1st IN CLASSIFIED ADVERTISING*
1st IN RETAIL ADVERTISING*
2nd IN CIRCULATION**
*NENAB linage report, June, 1980
**ABC FAS-FAX report, March 31, 1980

Daily circulation of more than 82,000 in the affluent Communities south, southeast and southwest of Boston.
Approximately 90% home delivered.

The Patriot Ledger

THE PATRIOT LEDGER LEDGER LAND

13 Temple Street, Quincy, MA 02169 – 786-7000

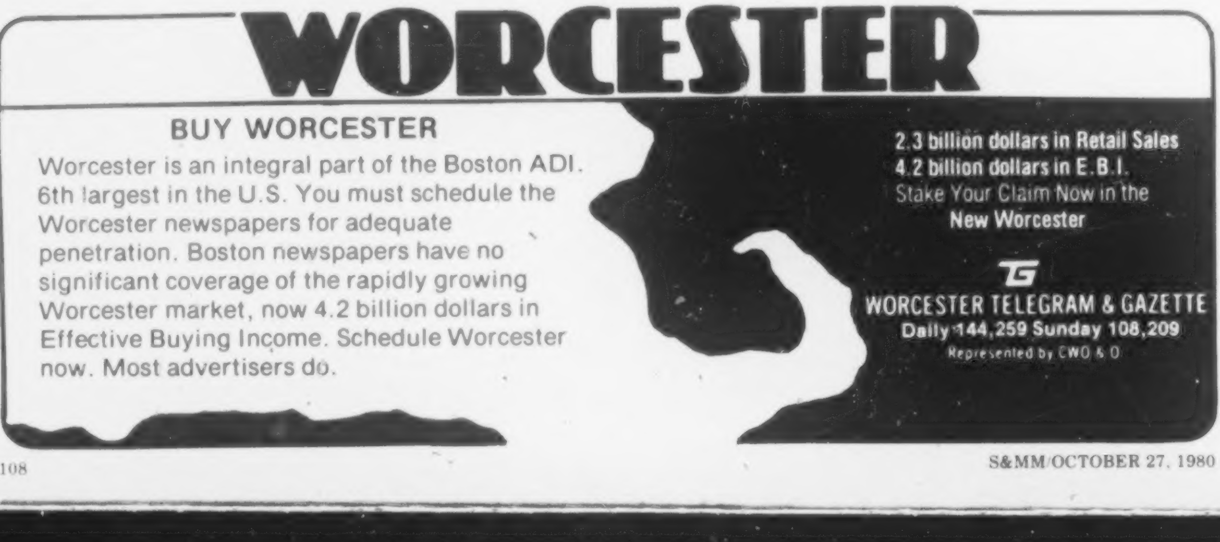
S&MM'S SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MASSACHUSETTS										
BOSTON-LOWELL-BROCKTON-LAWRENCE-HAVERHILL (Suffolk, Middlesex, Plymouth, Essex) . . . **Over 50%** Norfolk; **20 - 49%** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,062.3	1,429.6	31,295,877	15,608,972	3,460,161	1,964,710	575,462	2,259,567	495,128	69.2
HYANNIS (Barnstable)	146.1	57.0	947,828	840,749	199,061	78,559	25,878	86,044	21,824	57.9
NEW BEDFORD-FALL RIVER (Bristol)	470.7	170.2	3,012,150	1,690,196	390,274	248,846	83,136	277,025	48,626	45.4
PITTSFIELD (Berkshire)	141.6	50.7	1,045,492	585,978	150,701	70,134	19,831	79,121	14,379	56.4
SPRINGFIELD-CHICOPEE-HOLYOKE (Hampden) . . . **20 - 49%** Hampshire.	588.3	204.0	4,041,954	2,202,622	587,641	226,841	66,695	346,278	59,578	80.9

WORCESTER

BUY WORCESTER

Worcester is an integral part of the Boston ADI. 6th largest in the U.S. You must schedule the Worcester newspapers for adequate penetration. Boston newspapers have no significant coverage of the rapidly growing Worcester market, now 4.2 billion dollars in Effective Buying Income. Schedule Worcester now. Most advertisers do.



2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the
New Worcester

TG
WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

Springfield is first in New England... by far.

First in Daily A.D.I. COVERAGE

Springfield Union/News 61%
Providence Journal Bulletin 37%
Portland Express-Press Herald 28%
Hartford Courant 29%
Boston Globe 24%
New Haven Register/Journal Courier 20%
Boston Herald American 13%
Worcester Telegram-Gazette 8%
Source: Circulation '80/81

Springfield is the first choice in New England for testing new products and advertising strategies. If you're not in Springfield, you're not reaching New England.

SPRINGFIELD NEWSPAPERS

Largest in Massachusetts outside Boston

Represented by Newhouse Newspapers

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979										% Hslds. Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP							
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)		
MA (cont.)											
WORCESTER-FITCHBURG-LEOMINSTER (Worcester)	646.7	222.2	4,630,721	2,461,823	567,640	321,098	105,514	405,545	77,394		61.8
MICHIGAN											
ANN ARBOR (Washtenaw)	258.6	86.7	2,330,414	1,218,917	169,488	226,760	66,568	242,452	41,148		45.5
BATTLE CREEK (Calhoun)	140.5	50.6	1,040,165	548,723	98,545	106,210	25,392	101,282	19,345		54.0
BAY CITY (Bay) . . . **20 - 49%** Arenac, Ogemaw	151.1	50.5	967,819	637,458	144,321	69,888	22,913	146,876	18,617		62.5
BENTON HARBOR-ST. JOSEPH (Berrien) . . . **20 - 49%** Van Buren.	231.9	83.0	1,336,218	918,484	228,534	79,806	68,032	191,339	27,790		41.2

THE MACOMB DAILY
THE Community News NEWSPAPERS
THE NEWS-HERALD NEWSPAPERS
DEARBORN PRESS & GUIDE
DEARBORN HEIGHTS LEADER
THE Advisor NEWSPAPERS

PEOPLE REALLY READ'EM.

A recent Market Opinion Research survey* came up with some pretty impressive statistics:

For instance: 85% of the suburban newspaper readers in the areas we cover are PANAX readers. Over 1,100,000 readers in all. What's more, 86% of those free spending suburbanities who visited stores or used businesses did so **because** of an ad in a PANAX newspaper.

So no matter what you're selling — PANAX readers are buying.

For more information on how to get the lion's share of over $6.6 billion** in retail sales in our market — or how a unique combination buy with the Observer & Eccentric newspapers can put your message in over 500,000 suburban Detroit homes — call John Banks or John Flack at (313) 274-2332.

PANAX NEWSPAPERS

ABC CAC

*Source: Market Opinion Research, 1978
**Source: Sales and Marketing Management, Survey of Buying Power 1978

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79 Total Pop. (Thous.)	 POPULATION 12/31/79 Total Households (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 RETAIL SALES BY STORE GROUP Food ($000)	 RETAIL SALES BY STORE GROUP General Merchandise ($000)	 RETAIL SALES BY STORE GROUP Furnit./Furnish./Appl. ($000)	 RETAIL SALES BY STORE GROUP Automotive ($000)	 RETAIL SALES BY STORE GROUP Drug ($000)	% Hslds. Cov. Total Area
MI (cont.)										
DETROIT (Wayne) . . . **Over 50%** Macomb, Oakland, St. Clair; **20 - 49%** Antrim, Cheboygan, Crawford, Emmet, Iosco, Isabella, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	4,828.2	1,639.6	41,364,222	22,695,238	4,688,729	2,946,000	1,039,634	5,084,509	886,044	78.7
FLINT (Genesee)	450.7	155.4	4,086,792	2,305,489	418,036	414,665	119,002	599,550	75,083	63.5
GRAND RAPIDS (Kent) . . . **20 - 49%** Ottawa.	587.7	196.8	3,864,288	2,623,875	373,758	521,001	137,774	519,948	51,456	57.0
JACKSON (Jackson)	152.5	51.8	990,918	573,813	88,658	144,420	20,770	103,328	12,146	67.3

HOW TO REACH 149,159 AFFLUENT HOUSEHOLDS* IN THE DETROIT MARKET WITHOUT ADVERTISING IN DETROIT NEWSPAPERS.

It's simple. Place your ads in the Observer and Eccentric newspapers. You see, we reach directly into free-spending suburban Detroit. Places like Birmingham, Bloomfield and Southfield where you can be sure your message is reaching people with big dollars to spend. More people, in fact, in the areas they serve than the Free Press or the News. Call George Hagan **collect** at (313) 591-2300. Or call our National Advertising Manager, Kevin Curley at (313) 644-1100. They'll tell you how you can make the most out of the fifth richest market. And ask about "A Newspaper for All Seasons" report.

THE 12 TWICE WEEKLY
Observer & Eccentric
NEWSPAPERS

We reach more people in our own hometowns combined than the Free Press or the News.

Birmingham/West Bloomfield Eccentric, Canton Observer, Farmington Observer, Garden City Observer, Livonia Observer, Plymouth Observer, Redford Observer, Rochester Eccentric, Southfield Eccentric, Troy Eccentric, and Westland Observer.

*Source CAC ABC

“The newspaper to use is the Detroit Free Press.”

Phil Egan

❝The newspaper to use is the Detroit Free Press. We know it works for us. We can see the results.❞

Phil Egan
Sales Manager, Eastern Region
Strand Holidays

❝We look for the kind of readership a morning paper brings in. The Free Press has the upscale concentration we look for.❞

Desmond O'Neill, V.P.
Media Director
E.T. Howard Company, Inc.

❝Given what we need to accomplish, where we need to accomplish it, the Free Press is the best tool we have available to us.❞

Arthur J. Molesphini

Arthur J. Molesphini, V.P.
Director of Communications Services
Ammirati & Puris, Inc.

❝I think the Free Press does an outstanding job in the total Michigan market.❞

Curtis R. Troeger

Curtis R. Troeger
Senior Vice President
Doremus & Company

We're spreading our wings. The Detroit Free Press now has the world's largest offset newspaper plant. Resulting in everything from enhanced reproduction to more lifelike color. Plus increased production capacity and ad space availability. For superior reproduction…and superior readership…contact the Free Press or Knight-Ridder Newspaper Sales. In Canada, MPR.

Detroit Free Press

The right paper to reach the right people.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79 Total Pop. (Thous.)	 POPULATION 12/31/79 Total Households (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchandise ($000)	 Furnit./Furnish./Appl. ($000)	 Automotive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
MI (cont.)										
KALAMAZOO-PORTAGE (Kalamazoo) . . . **20 - 49%** Van Buren.	275.1	94.0	1,798,921	1,182,038	202,769	242,844	54,424	237,347	23,134	54.7
LANSING-EAST LANSING (Ingham) . . . **20 - 49%** Clinton, Eaton.	414.5	141.9	3,499,146	1,793,318	301,114	332,740	77,258	402,293	35,453	49.1
MUSKEGON-NORTON SHORES-MUSKEGON HEIGHTS (Muskegon) . . . **20 - 49%** Oceana.	179.4	61.3	1,005,347	629,182	126,115	137,027	24,782	117,972	19,754	65.5
SAGINAW (Saginaw)	227.7	74.4	1,869,956	1,056,843	223,345	182,782	51,391	178,783	32,095	63.8
MINNESOTA										
DULUTH-SUPERIOR (St. Louis; WIS.: Douglas) . . . **Over 50%** MINN.: Carlton, Lake; **20 - 49%** MINN.: Cook, Itasca.	359.3	128.9	2,468,124	1,451,979	309,070	178,844	53,020	230,378	38,189	52.3
FARGO-MOORHEAD (N.D.: Cass; MINN.: Clay) . . . **Over 50%** N.D.: Ransom; **20 - 49%** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Nelson, Richland, Sargent, Steele, Traill, Wells.	263.5	90.1	1,898,561	1,135,319	188,089	102,904	51,354	246,924	36.033	53.7
MANKATO (Blue Earth) . . . **Over 50%** Nicollet; **20 - 49%** Le Sueur, Waseca, Watonwan.	131.1	43.8	919,587	504,347	100,391	36,010	18,711	114,025	19,707	52.3
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%** Anoka, Dakota, Washington; **20 - 49%** Big Stone, Blue Earth, Brown, Carver, Chippewa, Chisago, Cottonwood, Crow Wing, Douglas, Faribault, Goodhue, Grant, Hubbard, Isanti, Kanabec, Kandiyohi, Lac qui Parle, Lake of the Woods, Le Sueur, Lyon, McLeod, Meeker, Mille Lacs, Nicollet, Pine, Pope, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens, Swift, Traverse, Wadena, Waseca, Watonwan, Wright, Yellow Medicine; WIS.: Barron, Burnett, Pierce, Polk, St. Croix.	3,092.3	1,064.2	23.353,201	13,566,318	2,401,394	1,941,230	525,366	2,572,269	378,389	58.5
ROCHESTER (Olmsted) . . . **Over 50%** Dodge; **20 - 49%** Fillmore, Wabasha.	151.3	51.5	1,058,127	659,548	115,298	74,823	26,429	138,095	22,996	61.6
ST. CLOUD (Stearns) . . . **Over 50%** Bentor.	131.3	37.3	711,237	719,662	83,212	80,700	21,325	88,202	14,550	60.0
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **20 - 49%** Hancock, Stone.	180.5	56.6	1,008,299	665,147	157,908	106,010	27,916	137,400	20,964	63.8
JACKSON (Hinds) . . . **Over 50%** Rankin; **20 - 49%** Copiah, Lawrence, Madison, Simpson.	401.6	127.0	2,434,203	1,624,613	349,924	230,024	78,292	404,814	45,712	56.7
TUPELO (Lee) . . . **20 - 49%** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tippah, Tishomingo, Union.	224.8	78.2	1,193,548	782,174	195,799	91,325	31,556	202,575	23,039	40.3
MISSOURI										
JOPLIN (Jasper) . . . **20 - 49%** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	170.5	66.5	926,955	697,411	141,036	72,718	26,138	169,558	27,538	50.7

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

If you're sick of exorbitant preprint rates, we'll send you this get-well card.

Our new group rate for preprinted inserts is just what the doctor ordered.

Now for as low as only $20.00 per thousand, you can reach as many as 646,000 households in out-state Michigan. And that's good medicine for any distribution list.

But understand. We're not talking about just any old market. We're talking about Booth's Michigan Market. A healthy market where the average annual income per household in our metro counties is $20,165.

Who delivers this market, you ask? The eight daily and Sunday newspapers that form the Booth Newspaper Group. And to make your buy as trouble-free as possible, with each order you make we'll send you one single, uncomplicated invoice.

Just give us a call.

For more details on our new preprinted insert rates, just give us a call. In Michigan, call (313) 569-2474. Nationally, call Newhouse Newspapers: New York (212) 697-8020; Chicago (312) 541-6242; Atlanta (404) 955-2335; Los Angeles (213) 385-9148; San Francisco (415) 362-3367, or Detroit (313) 354-2540.

newspapers
booth
PRE-PRINTED INSERTS
GROUP RATE CARD NO. 2
Effective Date January 1 1980
T.M.C.
56,670
N.A.
N.A.
N.A.
71,868
106,144
N.A.
N.A.
635,302
650,000
646,900
MUSKEGON
GRAND RAPIDS
BAY CITY
SAGINAW
FLINT
KALAMAZOO
JACKSON
ANN ARBOR

Or send us this coupon.

If you prefer, fill out the coupon below and we'll rush you our new rate card plus some very intriguing details on Boothland, America's most overlooked market.

Booth Newspapers, Inc.
P.O. Box 2168
Grand Rapids, Michigan 49501

I've overlooked you long enough. Please send your new rate card on preprinted inserts.

Name________________

Title________________

Company________________

Address________________

City________________

State________ Zip________

Telephone________________

ads E

newspapers booth

ann arbor news • jackson citizen patriot • flint journal • saginaw news • bay city times • muskegon chronicle • grand rapids press • kalamazoo gazette

America's most overlooked market.

People in the Minneapolis-St. Paul market are young,[1] well-heeled,[2] and well-educated.[3]

STAR
the price
bune
med se
uskie's '76 job
good but tempo

And they read The Star and the Tribune.

[1] Among major metros [those with at least two million people], Minneapolis-St. Paul has the highest percentage of young adults 18 through 34 years old.*

[2] The $18,822 median income per household in Minneapolis-St. Paul is the seventh largest among the country's 15 major metro areas.*

[3] Minneapolis-St. Paul's percentage of high-school graduates was 70.6% according to the 1970 U.S. Census; and at that time, only two of what were then the 15 largest markets had a higher percentage.

Facts like these are part of the quality of life in Minneapolis-St. Paul: More technical and light manufacturing than heavy industry, with more white-collar and skilled workers, a lot of disposable income, and a low unemployment rate.

And when you advertise in The Minneapolis Star and Minneapolis Tribune, you reach 52% of all adults in the 10-county SMSA daily, 63% on Sunday. Readership jumps to 58% daily, 74% Sunday among the young, well-heeled and well-educated.

For full market and readership data, call our Display Advertising Manager, Jim Anderson [612/372-3907]. Or our representative at Cresmer, Woodward, O'Mara & Ormsbee, Inc.

*Source: 1979 Sales & Marketing Management Survey of Buying Power

The Minneapolis Star / Minneapolis Tribune

425 Portland Avenue Minneapolis MN 55488

First Belden, now Scarborough prove:
the Post and Globe have St. Louis

Suburban Clout.

66% net/unduplicated readership, at the lowest print cost-per-thousand available. Get it now in St. Louis County with the Post and Globe: a knockout 1-2 combination, paid and daily, in the county that accounts for 50% of all retail sales in Metro St. Louis.

ST. LOUIS POST-DISPATCH
An Independent Newspaper

St. Louis Globe-Democrat
An Independent Newspaper

524,315 combined total morning and evening circulation.
702,711 combined total Sunday and Weekend circulation.

strategy
reading A
Cards to face
May Be Up A
y Be Up A Tree
Executi
Callers M
gers' N
On Iran
Thin Line
Executives S
ht Fuel
Supply
ergency
y Are

Represented
nationally by
Newhouse Newspapers.

Sources: Scarborough 1980, ABC Audits, 12 months ending 9/30/79, USSPI national rate card 3/3/80.

CPM basis: 1000-line ad, 5000-line rate, based upon total paid circulation vs. total free distribution costs.

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979									% Hslds. Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
MO (cont.)										
KANSAS CITY (Jackson) . . . **Over 50%** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Lafayette, Platte, Ray; **20 - 49%** KAN.: Anderson, Atchison, Bourbon, Douglas, Franklin, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Chariton, Clinton, Grundy, Henry, Johnson, Linn, Livingston, St. Clair, Saline.	1,779.8	660.1	14,407,292	7,805,553	1,500,898	1,162,244	299,613	1,767,170	203,493	85.7
ST. JOSEPH (Buchanan) . . . **Over 50%** KAN.: Doniphan; MO.: Andrew, Atchison, Clinton, Daviess, De Kalb, Gentry, Harrison, Holt, Worth; **20 - 49%** KAN.: Brown; MO.: Caldwell, Mercer, Nodaway.	228.2	87.3	1,350,908	787,030	164,640	89,146	30,701	161,138	22,858	91.6
ST. LOUIS (St. Louis) . . . **Over 50%** ILL.: Madison, Monroe, St. Clair; MO.: St. Charles; **20 - 49%** ILL.: Bond, Calhoun, Clinton, Greene, Jersey, Macoupin, Randolph; MO.: Franklin, Gasconade, Jefferson, Lincoln, Madison, Ste. Genevieve, Warren.	2,598.5	886.9	19,259,118	10,566,907	2,414,294	1,551,491	425,950	2,140,948	293,025	61.2

WHAT CITY RANKS:
First In the U.S. In Foreign Trade Space?
Second In the U.S. In Automobile Production?
Third In the U.S. As A Rail Center?

If you said Kansas City, you're absolutely right. Kansas City is a major metropolitan market of over a million people. Comprised of five counties in Missouri and two in Kansas, it is situated in the heart of America . . . within 250 miles of the population centers of the United States.

In a 600 mile radius of Kansas City are the key markets of Chicago, Detroit, Indianapolis, Dallas, Detroit, Denver, Minneapolis and St. Paul. Every year, over 5-million passengers travel through Kansas City International airport.

But Kansas City is more than an air transportation center. It is headquarters to 27 of the 207 motor freight common carriers serving the area. It is also served by 12 major railroad trunk lines. The Port of Kansas City has twenty terminal facilities with eight regulated barge lines to ship more than a million tons of freight every year.

Kansas City is a leader in warehousing and distribution because of its centrality and importance as a major transportation hub. From Kansas City, Sony operates its largest U.S. distribution center. JC Penney manages a two million square foot catalog distribution center for 13 states and Toyota runs a midwestern parts and service center.

Kansas City is also home to the nation's largest covered Foreign Trade Zone space, with nearly 3.5 million square feet devoted to international trade.

Representing Kansas City's manufacturers are fifty-three of FORTUNE'S 500 corporations including the headquarters for Hallmark Cards. Among the others are General Motors, Armco Steel, Owens-Corning, Ford, Remington Arms, and King Radio.

The diverse employment base lends remarkable stability to an economy where unemployment has been consistently lower than the national average over the past 5 years.

The Kansas City Times and Star cover market, reaches 558,000 adult readers every day and 658,000 on Sunday. Every day, 70% of area adults, living in households where incomes are $25,000 or higher, read the Times or Star. On Sunday, the number rises to 78%. Daily coverage of the prime 18-49 year old consumer group is 56% and climbs to 70% on Sunday. In addition, 74% of area college graduates are daily readers and 84% read the Sunday Star.

Kansas City is an active, vital major metropolitan area where the median household EBI of $18,500 is $2,000 higher than the national average. When you consider the importance of the Kansas City market, it is clearly one that you need to reach. The best way to do that is through the area's dominant medium.

KANSAS CITY
Times STAR
1729 Grand Avenue
Kansas City, Mo. 64108
(816) 234-4125

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Sources: Sales and Marketing Management "Survey of Buying Power" 1979 Belden Associates "Continuing Market Study" 1978 Bureau of Labor Statistics Jan. 1980 Final Figures USDA Annual Inventories 1980

S&MM's SURVEY OF NEWSPAPER MARKETS

S&MM ESTIMATES 1979

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MO (cont.)										
SPRINGFIELD (Greene) . . . **20 - 49%** Cedar, Christian, Dade, Dallas, Lawrence, Polk, Stone, Taney, Webster, Wright.	358.7	134.8	2,065,758	1,471,850	288,687	175,658	65,816	329,348	36,606	50.2
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%** Stillwater; **20 - 49%** Big Horn, Carbon, Carter, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Meagher, Musselshell, Park, Powder River, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	289.7	105.1	1,887,567	1,273,161	260,155	126,400	49,857	233,420	50,683	49.9
GREAT FALLS (Cascade) . . . **Over 50%** Liberty; **20 - 49%** Blaine, Chouteau, Glacier, Hill, Judith Basin, Meagher, Phillips, Pondera, Teton, Toole.	164.9	58.5	1,086,111	693,513	131,020	71,207	29,029	153,199	28,749	53.1
MISSOULA (Missoula) . . . **20 - 49%** Granite, Lake, Mineral, Ravalli, Sanders.	127.1	46.5	755,162	536,935	100,666	41,127	26,850	120,463	21,374	59.5
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%** Greeley, Howard, Merrick; **20 - 49%** Garfield, Hamilton, Nance, Sherman, Valley, Wheeler.	94.5	35.3	638,951	369,298	49,785	67,503	11,586	61,364	5,992	64.4
LINCOLN (Lancaster) . . . **Over 50%** Saline, Seward; **20 - 49%** Fillmore, Jefferson, Johnson, Pawnee, Saunders, Thayer.	270.9	99.7	2,015,676	1,064,456	202,638	140,370	50,974	203,405	26,627	64.5
OMAHA (Douglas) . . . **Over 50%** Sarpy; **20 - 49%** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Antelope, Boone, Boyd, Brown, Buffalo, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawes, Dawson, Deuel, Dodge, Frontier, Furnas, Garden, Greeley, Harlan, Holt, Kearney, Keith, Keya Paha, Knox, Madison, Nance, Nemaha, Nuckolls, Otoe, Pawnee, Perkins, Phelps, Platte, Polk, Richardson, Rock, Saunders, Sheridan, Thomas, Thurston, Valley, Washington, Wayne.	1,153.1	406.8	8,310,096	4,386,116	880,360	521,180	213,870	948,118	133,476	49.8
NEVADA										
LAS VEGAS (Clark) . . . **20 - 49%** Lincoln, Nye.	411.5	150.0	3,210,538	2,197,343	444,497	298,863	82,925	451,500	86,186	81.4
RENO (Washoe) . . . **20 - 49%** Carson City, Churchill, Humboldt, Lander, Lyon, Mineral, Pershing, Storey.	254.7	96.9	2,242,806	1,527,025	243,311	155,898	74,866	318,005	124,584	51.8
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **20 - 49%** Belknap, Coos, Merrimack.	440.4	151.9	3,107,184	1,843,294	414,518	204,034	69,874	369,537	43,213	45.9
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **20 - 49%** Cape May.	269.7	104.6	1,929,697	1,383,107	319,523	128,769	42,934	185,295	32,388	57.1
JERSEY CITY (Hudson)	550.4	210.6	4,142,158	1,573,132	438,165	124,796	61,780	200,190	46,846	49.5
LONG BRANCH-ASBURY PARK (Monmouth) . . . **20 - 49%** Ocean.	843.1	276.7	6,032,704	3,512,186	904,174	394,931	140,208	647,433	91,324	48.9
NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE (Middlesex)	589.8	181.5	4,791,365	2,387,229	559,891	356,371	103,487	321,999	52,287	54.8

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1979									
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	% Hslds Cov. Total Area
NJ (cont.)										
NEWARK (Essex) . . . **Over 50%** Morris, Somerset, Union; **20 - 49%** Hunterdon, Middlesex.	2,612.1	869.1	23,222,573	10,425,050	2,561,597	1,025,506	525,304	1,768,368	251,488	55.8
PATERSON-CLIFTON-PASSAIC (Passaic)	449.4	162.4	3,722,330	1,826,052	337,896	336,037	82,187	269,018	36,039	49.8
TRENTON (Mercer)	320.5	110.6	2,758,310	1,293,764	306,224	177,648	63,884	181,468	32,907	94.6
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **20 - 49%** Guadalupe, Los Alamos, Socorro, Valencia.	485.3	171.3	3,395,272	2,141,185	412,527	260,103	123,135	508,095	67,424	60.9
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%** Saratoga; **20 - 49%** Columbia, Greene, Montgomery, Schoharie.	910.5	325.7	6,436,720	3,522,343	859,601	393,864	122,795	614,307	101,428	73.7
BINGHAMTON (Broome) . . . **20 - 49%** Chenango, Tioga; PENN.: Susquehanna.	350.6	126.9	2,126,693	1,267,467	305,182	118,420	52,527	255,429	47,812	71.7
BUFFALO (Erie) . . . **Over 50%** Niagara; **20 - 49%** Wyoming.	1,316.8	477.6	9,436,563	4,988,994	1,278,024	772,385	193,203	984,331	197,473	83.3
GLENS FALLS (Warren) . . . **Over 50%** Washington.	107.9	38.6	637,371	413,712	118,225	37,273	9,978	61,963	15,959	64.7
ELMIRA (Chemung) . . . **20 - 49%** Schuyler; PENN.: Tioga.	155.7	55.1	919,455	501,487	126,866	70,590	16,489	97,474	19,032	58.8
JAMESTOWN (Chautauqua)	141.2	54.0	869,380	538,991	105,766	78,870	21,980	118,260	16,988	48.6
NASSAU-SUFFOLK (Nassau) . . . **Over 50%** Suffolk.	2,699.9	832.3	23,341,944	11,144,390	2,462,660	1,477,625	530,897	1,615,570	276,348	56.9

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S&MM's SURVEY OF NEWSPAPER MARKETS

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NEW YORK (New York City) . . . **Over 50%** N.J.: Bergen; N.Y.: Rockland, Westchester; **20 - 49%** CONN.: Fairfield; N.J.: Hudson, Union; N.Y.: Nassau, Putnam, Suffolk.	13,838.0	5,133.7	116,114,881	47,162,383	11,274,608	6,040,063	2,333,037	5,842,074	1,277,594	56.1
NEWBURGH-MIDDLETOWN (Orange) . . . **20 - 49%** Sullivan.	316.5	110.2	2,047,052	1,211,233	359,039	129,949	38,564	186,922	32,281	50.2
OLEAN (Cattaraugus) . . . **20 - 49%** Allegany; PENN.: Potter.	154.1	53.2	812,820	410,576	111,247	48,308	11,823	75,444	16,813	39.1

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More Home Owners than Washington, D.C.
More Cars registered than Houston
More Food Store sales than Cincinnati

Newsday

Read By 79% of Nassau-Suffolk Adults Daily or Sunday.

Sources: Population, Retail Sales, Food Store Sales-1979 Survey of Buying Power. Home Owners-1970 Census. Cars- New York State Department of Motor Vehicles and SRDS Market Data, January,1979. Newsday Readership-Belden, 1979.

Sports Extra
WHY ALI WILL BEAT HOLMES
Good Living
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Style
EATING
HE
OOL

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onday, the place is "1st Person." esday, you can get ahead in "Getting head." Wednesday, you'll be at home ith "At Home." Or "Good Living."

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Sources: 1979 Survey of Buying Power. ARBITRON. Media Records & Belden CMS Oct. Dec. 1978.

The Syracuse Newspapers

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Represented Nationally by Newhouse Newspapers

S&MM'S SURVEY OF NEWSPAPER MARKETS

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NY (cont.)										
POUGHKEEPSIE (Dutchess)	236.3	78.2	1,668,145	936,694	258,903	129,212	25,850	134,775	20,760	49.0
ROCHESTER (Monroe) . . . **Over 50%** Livingston; **20 - 49%** Ontario, Orleans, Wayne, Yates.	988.2	355.8	7,828,998	4,017,603	914,162	482,092	150,763	826,266	140,791	68.3
SYRACUSE (Onondoga) . . . **20 - 49%** Cayuga, Madison, Oswego.	722.9	247.4	5,078,[illegible]	2,778,877	732,246	285,255	111,239	564,396	147,465	75.8
UTICA-ROME (Oneida) . . . **20 - 49%** Herkimer.	322.5	116.3	1,996,330	1,135,734	289,925	135,199	37,215	186,919	60,179	53.8
WATERTOWN (Jefferson) . . . **Over 50%** ME.: Somerset; **20 - 49%** ME.: Franklin, Kennebec; N.Y.: Lewis, St. Lawrence.	412.5	138.6	2,446,928	1,419,866	349,327	138,311	45,005	288,302	63,647	45.2
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **20 - 49%** Graham, Haywood, Henderson, Jackson, Macon, Madison, Mitchell, Swain, Transylvania, Yancey.	383.6	140.3	2,322,024	1,389,850	339,068	152,568	50,775	269,793	56,002	42.7
BURLINGTON (Alamance)	101.4	35.6	649,596	370,298	84,104	45,946	19,172	79,238	15,012	72.9
CHARLOTTE-GASTONIA (Mecklenburg) . . . **Over 50%** Gaston; **20 - 49%** Anson, Cabarrus, Cleveland, Lincoln, Richmond, Rutherford, Stanly, Union; S.C.: Chester, Chesterfield, Lancaster, York.	1,201.1	409.9	8,160,208	4,406,041	1,016,424	550,753	226,689	1,007,399	169,085	52.8
FAYETTEVILLE (Cumberland) . . . **20 - 49%** Hoke.	255.8	76.4	1,481,067	794,538	157,631	143,292	51,238	160,662	14,584	64.2
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **20 - 49%** Alleghany, Chatham, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Wilkes, Yadkin.	1,065.4	378.5	7,503,231	4,088,129	859,914	467,551	246,312	890,840	158,165	63.2
HICKORY (Catawba) . . . **20 - 49%** Alexander.	125.6	43.6	864,972	520,759	105,795	63,756	25,221	107,335	13,612	46.9
RALEIGH-DURHAM (Wake, Durham) . . . **20 - 49%** Carteret, Edgecombe, Franklin, Granville, Johnston, Martin, Orange, Person, Vance, Warren, Washington.	852.4	293.8	5,684,178	2,995,522	713,144	388,996	160,080	570,169	83,490	58.6
WILMINGTON (New Hanover) . . . **20 - 49%** Brunswick, Pender.	156.1	57.9	1,003,088	551,275	140,951	76,308	24,888	100,065	17,626	55.6

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NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%** Morton; **20 - 49%** Adams, Bowman, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver, Sheridan, Sioux.	138.0	45.8	876,978	541,242	99,369	57,900	20,361	120,785	19,053	58.2
FARGO-MOORHEAD (Cass; MINN.: Clay) . . . **Over 50%** N.D.: Ransom; **20 - 49%** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Nelson, Richland, Sargent, Steele, Traill, Wells.	263.5	90.1	1,898,561	1,135,319	188,089	102,904	51,354	246,924	36,033	53.7

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ND (cont.)										
GRAND FORKS (Grand Forks) . . . **Over 50%** Pembina; **20 - 49%** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Traill, Walsh.	210.4	71.0	1,355,878	833,877	142,602	53,874	33,422	165,717	25,006	47.2
MINOT (Ward) . . . **Over 50%** Bottineau, Burke, McHenry, Mountrail, Renville; **20 - 49%** Divide, McKenzie, McLean, Pierce, Rolette, Towner, Wells.	153.2	48.4	915,840	543,233	96,979	42,367	16,634	133,268	17,942	57.4
OHIO										
AKRON (Summit) . . . **Over 50%** Portage; **20 - 49%** Medina.	773.9	263.8	5,616,470	3,191,791	786,775	379,558	106,490	653,767	99,526	67.0
CANTON (Stark) . . . **20 - 49%** Carroll.	407.8	142.0	2,961,735	1,727,226	414,712	237,723	67,570	373,383	49,061	45.4
CINCINNATI (Hamilton) . . . **Over 50%** IND.: Ohio; KY.: Boone, Campbell, Kenton; **20 - 49%** IND.: Dearborn, Ripley, Switzerland; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont, Warren.	1,750.3	607.2	12,986,965	6,796,367	1,629,145	1,012,079	288,331	1,237,745	210,980	58.4
CLEVELAND (Cuyahoga) . . . **Over 50%** Lake; **20 - 49%** Geauga, Medina.	1,934.4	685.0	16,079,692	8,326,267	1,860,224	1,258,034	324,473	1,694,063	312,190	92.5
COLUMBUS (Franklin) . . . **20 - 49%** Delaware, Fairfield, Jackson, Licking, Madison, Pickaway, Union.	1,289.5	453.4	9,578,536	5,249,468	1,096,141	766,415	221,192	1,141,507	145,507	64.9

Number **18.** *in a series of "go to's"*

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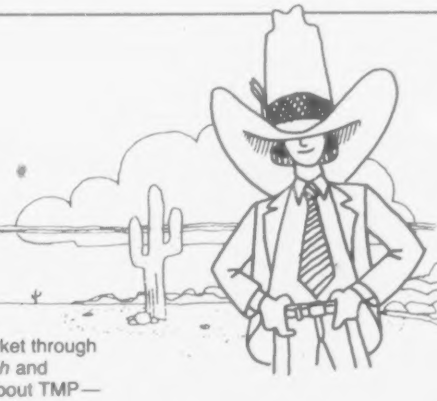
But come to Columbus for growth.*



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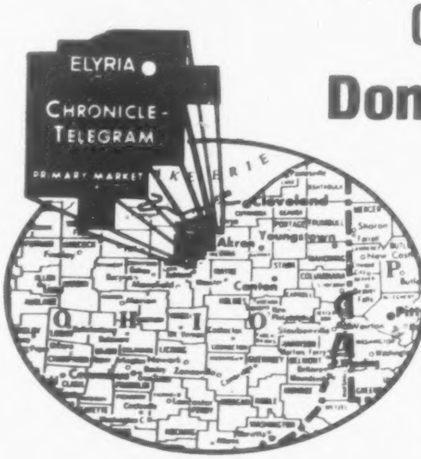
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	S&MM ESTIMATES 1979 RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
OH (cont.)										
DAYTON (Montgomery) . . . **Over 50%** Greene; **20 - 49%** Darke, Miami, Preble.	892.4	310.6	6,804,581	3,529,894	755,075	552,232	159,687	723,484	76,527	72.8
DOVER (Tuscarawas)	81.1	28.4	462,976	306,269	71,846	37,214	16,061	60,789	7,928	83.3
FINDLAY (Hancock) . . . **20 - 49%** Putnam.	94.8	31.8	662,492	369,883	75,757	45,951	17,247	80,699	10,327	59.7
HAMILTON-MIDDLETOWN (Butler)	261.9	86.4	1,902,375	854,148	243,077	93,836	35,089	166,908	24,293	56.7
LIMA (Allen) . . . **20 - 49%** Auglaize, Putnam.	180.5	60.1	1,237,145	759,129	154,313	124,278	29,880	143,065	23,633	61.4
LORAIN-ELYRIA (Lorain)	274.9	89.1	2,082,248	991,115	237,481	161,050	39,548	211,377	32,519	81.2
MANSFIELD (Richland) . . . **20 - 49%** Crawford.	179.4	61.7	1,221,519	766,535	161,661	103,449	28,065	170,657	19,772	57.7



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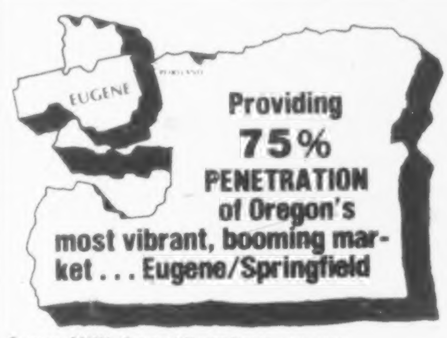
THE CHRONICLE-TELEGRAM
Elyria, Ohio
Represented Nationally by LANDON ASSOCIATES, INC.



Sources: S&MM "Survey of Buying Power," July 1980
and ABC "Fas Fax" March 31, 1980

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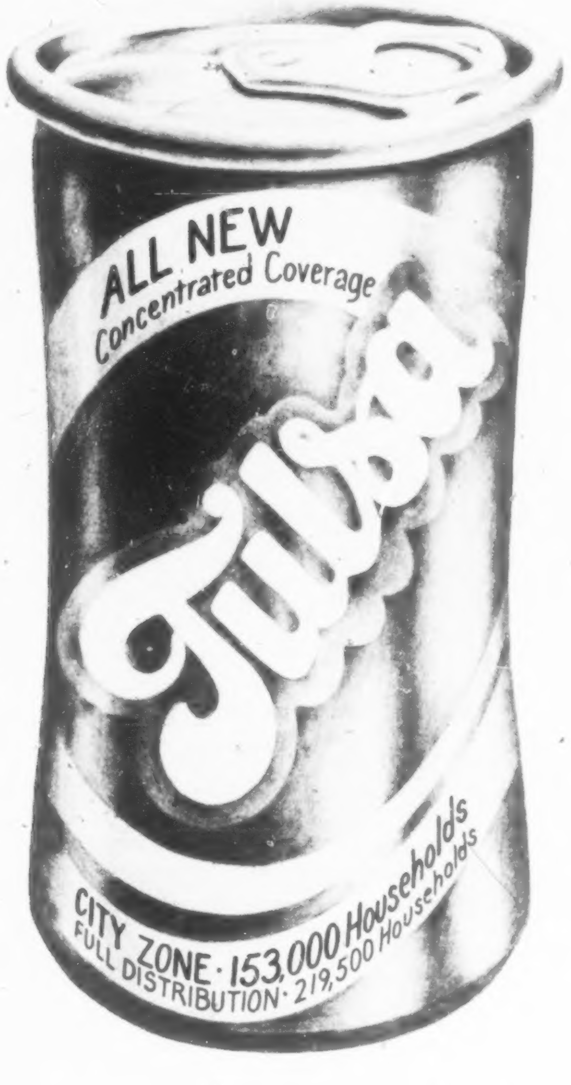
S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979									% Hslds. Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	
OH (cont.)										
PARKERSBURG-MARIETTA (W.VA.: Wood; OHIO: Washington) . . . **20 - 49%** W.VA.: Calhoun, Pleasants, Ritchie, Wirt.	186.1	64.4	1,229,298	753,335	175,656	126,467	30,411	153,502	20,314	54.4
SANDUSKY (Erie) . . . **20 - 49%** Huron.	130.2	43.1	869,309	559,003	128,707	75,075	22,849	114,441	18,406	53.5
SPRINGFIELD (Clark) . . . **20 - 49%** Champaign.	182.5	62.8	1,238,415	651,636	165,066	108,484	20,903	130,235	18,442	69.7
TOLEDO (Lucas) . . . **Over 50%** MICH.: Monroe; **20 - 49%** OHIO: Fulton, Henry, Ottawa, Wood.	815.8	290.2	6,674,336	3,348,960	746,761	448,324	128,712	729,670	108,557	62.7
WOOSTER (Wayne) . . . **20 - 49%** Holmes.	123.1	38.3	773,844	407,627	93,236	34,933	14,878	99,094	11,796	65.0
YOUNGSTOWN-WARREN (Mahoning, Trumbull)	547.1	178.0	3,933,525	2,144,387	488,145	362,026	90,664	409,220	69,519	77.1
ZANESVILLE (Muskingum) . . . **20 - 49%** Morgan, Perry.	125.8	43.8	726,169	385,209	97,546	41,155	12,642	74,773	10,239	60.2
OKLAHOMA										
ENID (Garfield) . . . **20 - 49%** Alfalfa, Grant, Kingfisher, Major, Woods.	116.5	46.3	803,416	430,688	94,075	35,509	21,544	110,074	17,068	58.3
LAWTON (Comanche) . . . **20 - 49%** Cotton.	131.4	40.9	864,826	356,253	79,645	48,902	22,953	91,578	5,173	71.6
OKLAHOMA CITY (Oklahoma) . . . **Over 50%** Canadian, Cleveland; **20 - 49%** Beaver, Beckham, Blaine, Caddo, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Hughes, Kingfisher, Kiowa, Logan, McClain, Marshall, Murray, Roger Mills, Washita, Woods, Woodward.	1,088.8	411.0	7,948,074	4,505,883	991,015	524,741	237,295	1,093,438	98,064	64.4
TULSA (Tulsa) . . . **20 - 49%** Craig, Creek, Mayes, Osage, Pawnee, Rogers, Wagoner, Washington.	717.4	273.8	5,333,816	3,153,181	691,755	414,335	177,652	727,288	60,241	61.0
OREGON										
EUGENE-SPRINGFIELD (Lane)	267.9	97.4	1,868,625	1,267,259	235,130	175,331	63,933	294,375	45,142	59.2
MEDFORD (Jackson)	128.1	48.4	841,099	622,894	117,887	71,296	32,853	135,664	13,878	53.7
PORTLAND (Multnomah) . . . **Over 50%** Clackamas, Tillamook, Washington; WASH.: Clark, Skamania; **20 - 49%** ORE.: Clatsop, Columbia, Curry, Gilliam, Grant, Harney, Hood River, Jefferson, Lincoln, Sherman, Wallowa, Wasco, Yamhill.	1,453.6	545.6	11,289,425	6,518,578	1,181,319	1,078,002	363,789	1,299,865	201,464	62.9
SALEM (Marion) . . . **Over 50%** Polk; **20 - 49%** Yamhill.	288.7	103.7	1,876,944	1,163,120	212,832	191,447	59,466	248,433	52,863	55.5

A Refreshing New Way to Reach the Tulsa Market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FULL DISTRIBUTION · 219,500 Households

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Choose City Zone distribution if you're looking for strong penetration in Tulsa and its fast-growing suburbs. You'll reach 153,000 households in the Wednesday Tulsa Tribune (evening) and Thursday Tulsa World (morning) combination and over 151,000 households if you distribute your pre-prints in the Sunday Tulsa World.

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We know these marketing plans will enable you to reach your Tulsa customers faster and more economically with the strong readership only the Tulsa newspapers can give you. Ask your nearest Branham representative to assist you in reaching the terrific Tulsa market.

TULSA WORLD ★ The Tulsa Tribune

Two independent and separately owned newspapers represented nationally by Branham

The Globe-Times

THE GLOBE-TIMES is the MEAT in the SANDWICH of Penna.'s 3rd largest market!

If you're not using The Globe-Times you're missing thousands of homes in the most lucrative segment of this big metro-market.

ONLY The Globe-Times delivers to 3 out of 4 homes in the BETHLEHEM CITY ZONE.

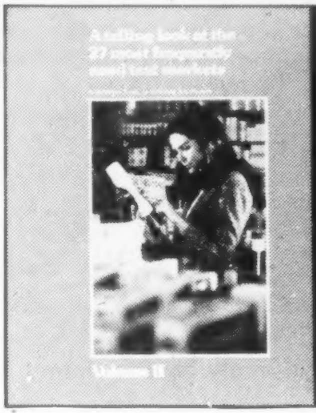
Median Household EBI

ALLENTOWN **$17,763**
BETHLEHEM **$20,022**
EASTON **$15,045**

Nationally Marketed by **LANDON ASSOCIATES, INC.**

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979 POPULATION 12/31/79 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM-EASTON (Lehigh, Northampton) . . . **Over 50%** N.J.: Warren; **20 - 49%** PENN.: Carbon.	627.1	226.4	4,901,696	2,537,429	606,363	342,065	111,325	436,749	70,222	85.4
ALTOONA (Blair)	134.4	48.9	848,013	557,271	127,618	96,952	27,330	102,756	15,677	65.8
BUTLER (Butler)	145.0	46.3	873,588	509,716	104,386	54,176	20,592	116,157	12,845	61.4
ERIE (Erie)	268.3	89.2	1,730,177	1,029,817	180,822	157,156	51,100	213,555	34,608	80.4
HARRISBURG (Dauphin) . . . **Over 50%** Cumberland; **20 - 49%** Perry.	435.6	159.7	3,667,704	1,992,826	446,841	241,764	78,179	344,762	62,232	61.7
JOHNSTOWN (Cambria) . . . **20 - 49%** Somerset.	267.3	94.6	1,877,661	963,641	208,572	153,657	43,283	216,606	25,055	55.4
LANCASTER (Lancaster)	354.1	124.4	2,663,312	1,400,718	292,299	156,781	75,555	259,752	36,111	77.3
LEBANON (Lebanon)	107.8	35.2	673,368	425,193	94,138	61,766	17,001	93,677	9,453	74.6
NORTHEAST PENNSYLVANIA (Lackawanna, Luzerne) . . . **20 - 49%** Wayne, Wyoming.	634.8	230.6	3,950,626	2,199,301	547,164	306,154	89,695	375,915	70,964	88.4
PHILADELPHIA (Philadelphia) . . . **Over 50%** N.J.: Burlington, Camden, Cape May, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery; **20 - 49%** N.J.: Atlantic, Salem.	5,105.2	1,769.7	40,002,839	18,944,830	4,137,481	2,390,608	808,412	3,322,786	529,531	85.0
PITTSBURGH (Allegheny) . . . **Over 50%** Beaver, Washington, Westmoreland; **20 - 49%** Armstrong, Greene.	2,367.5	848.6	17,390,272	9,103,632	1,966,870	1,485,945	391,808	1,877,348	262,655	72.3
POTTSVILLE (Schuylkill)	157.7	58.6	893,380	448,508	117,653	63,789	15,548	79,013	16,804	47.8
READING (Berks)	305.5	116.9	2,479,994	1,217,034	243,849	186,261	44,892	234,406	21,821	70.1
SHARON (Mercer)	126.4	41.9	739,902	487,521	106,182	61,962	18,165	136,518	11,956	58.3



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PA (cont.)										
SUNBURY (Northumberland) . . . **Over 50%** Snyder, Union.	164.9	57.3	941,787	529,514	110,267	47,021	15,891	106,367	21,152	42.0
UNIONTOWN (Fayette)	155.6	54.6	845,695	628,226	145,065	119,988	20,863	123,248	14,962	47.5
WILLIAMSPORT (Lycoming)	113.6	39.7	686,952	452,784	110,783	52,037	20,702	114,200	13,035	78.0
YORK (York) . . . **20 - 49%** MD.: Carroll; PENN.: Adams.	455.6	158.9	3,162,822	1,635,317	399,295	187,021	77,863	301,889	42,911	67.4
RHODE ISLAND										
PROVIDENCE-WARWICK-PAWTUCKET (Providence, Kent) . . . **Over 50%** Bristol, Washington; **20 - 49%** Newport.	933.1	324.3	6,608,290	3,058,066	703,046	345,412	111,734	503,043	100,817	77.6
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Oconee.	264.7	95.4	1,560,217	940,235	248,057	97,469	47,475	219,391	34,056	44.1
CHARLESTON-NORTH CHARLESTON (Charleston) . . . **Over 50%** Dorchester; **20 - 49%** Berkeley, Colleton, Georgetown.	469.8	146.0	2,668,592	1,565,155	367,721	207,770	75,989	294,493	44,570	62.6
COLUMBIA (Richland) . . . **Over 50%** Lexington; **20 - 49%** Allendale, Barnwell, Fairfield, Kershaw, Newberry, Saluda.	520.2	160.8	3,280,541	1,832,242	428,115	242,613	85,479	379,026	53,921	66.7
FLORENCE (Florence) . . . **20 - 49%** Darlington.	160.2	51.4	929,737	574,003	130,026	74,555	27,701	105 512	17,225	51.6
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **20 - 49%** Cherokee, Laurens, Oconee, Pickens, Union.	722.3	248.9	4,659,967	2,615,312	623,264	310,609	116,878	508,709	94,796	57.4
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **20 - 49%** Bennett, Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade, Perkins; WYO.: Weston.	159.0	54.3	1,031,870	726,272	145,929	62,060	32,728	145,513	18,065	53.4
SIOUX FALLS (Minnehaha) . . . **20 - 49%** IA.: Lyon; MINN.: Rock; S.D.: Clay, Lake, Lincoln, McCook, Miner, Moody, Turner, Union.	209.2	72.2	1,489,449	924,733	140,916	92,011	34,526	196,006	46,573	55.1

In the Primary Retail Market (PRM), the Providence Journal-Bulletin gives you 71.8% coverage and the Sunday Journal 66.0% coverage.

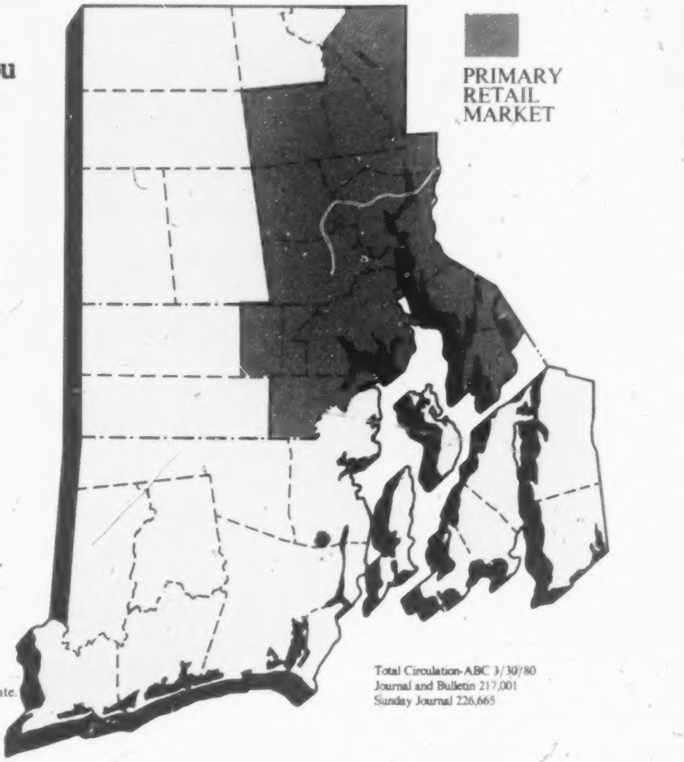
The daily Journal-Bulletin reaches 171,908 households in the PRM and the Sunday Journal 158,059 households.

And in Rhode Island the PRM is where the action is: 73.5% of occupied households, 69.2% of car expenditures (new and used), 69.9% of furniture expenditures, 71.1% of apparel expenditures, 70.0% of food at home expenditures, 74.7% of food away from home expenditures, 64.7% of non-prescription drug expenditures.

In the entire state of Rhode Island, both the Journal-Bulletin and Sunday Journal have over 60% coverage.

Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain St., Providence, RI 02902 (401) 277-7172, or contact Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: Households-ABC 1980 estimate and PJB research department 1980 estimate.
Circulation-ABC 3/30/80; PJB research department 1980 net estimate.



Total Circulation-ABC 3/30/80
Journal and Bulletin 217,001
Sunday Journal 226,665

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TENNESSEE										
CHATTANOOGA (Hamilton) . . . **20 - 49%** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Grundy, Marion, Rhea, Sequatchie.	452.8	171.4	2,880,652	1,694,266	379,353	227,809	71,625	357,540	49,876	55.8
JACKSON (Madison) . . . **20 - 49%** Chester, Crockett, Gibson, Henderson.	168.3	60.2	927,811	595,461	138,578	81,750	23,954	143,532	16,523	42.6
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan) . . . **Over 50%** VA.: Scott, Washington; **20 - 49%** TENN.: Carter, Hawkins, Unicoi; VA.: Lee, Russell, Wise.	523.8	182.1	2,838,360	1,882,665	424,913	228,021	79,433	439,185	43,504	56.0
KNOXVILLE (Knox) . . . **20 - 49%** Anderson, Blount, Campbell, Cocke, Grainger, Jefferson, Loudon, Monroe, Morgan, Roane, Scott, Sevier, Union.	741.6	259.1	4,524,890	2,712,656	601,627	365,118	125,481	570,332	87,331	54.5
MEMPHIS (Shelby) . . . **Over 50%** MISS.: De Soto; **20 - 49%** ARK.: Crittenden; MISS.: Marshall, Panola, Quitman, Tallahatchie, Tate, Tunica, Yalobusha; TENN.: Dyer, Fayette, Hardeman, Lake, Lauderdale, Tipton.	1,147.4	374.9	6,997,249	4,014,593	971,225	506,840	187,817	868,954	127,434	65.8
NASHVILLE-DAVIDSON (Davidson) . . . **Over 50%** Williamson; **20 - 49%** Bedford, Cannon, Cheatham, Coffee, Dickson, Franklin, Giles, Hickman, Humphreys, Marshall, Perry, Robertson, Rutherford, Smith, Sumner, Trousdale, Wilson.	1,003.3	356.2	6,960,642	4,209,935	884,492	519,408	207,206	1,048,394	120,498	54.2
TEXAS										
ABILENE (Taylor) . . . **Over 50%** Shackelford; **20 - 49%** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Kent, Knox, Mitchell, Nolan, Runnels, Stephens, Stonewall, Throckmorton.	239.1	91.0	1,615,235	986,946	222,396	84,168	40,629	240,350	28,390	54.5
AMARILLO (Potter) . . . **Over 50%** Hansford, Hartley, Oldham, Randall; **20 - 49%** OKLA.: Cimarron; TEX.: Armstrong, Briscoe, Carson, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Parmer, Roberts, Sherman, Swisher, Wheeler.	345.3	125.4	2,681,098	1,716,861	384,994	146,762	85,612	431,054	44,621	55.3
AUSTIN (Travis) . . . **20 - 49%** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	585.5	195.5	4,133,721	2,528,638	561,982	311,018	121,141	479,740	59,282	58.3
BEAUMONT-PORT ARTHUR-ORANGE (Jefferson, Orange) . . . **20 - 49%** Chambers, Hardin, Jasper, Newton, Sabine, Tyler.	445.9	159.6	3,398,256	2,015,269	474,857	224,327	94,948	472,953	53,232	61.0
CORPUS CHRISTI (Nueces) . . . **Over 50%** San Patricio; **20 - 49%** Aransas, Brooks, Duval, Jim Hogg, Jim Wells, Kleberg, Live Oak, Refugio.	425.0	134.9	2,569,798	1,831,670	492,891	196,480	78,874	432,628	43,396	60.6
DALLAS-FORT WORTH (Dallas, Tarrant) . . . **Over 50%** Hood, Rockwall; **20 - 49%** Collin, Denton, Ellis, Erath, Hamilton, Hunt, Jack, Johnson, Kaufman, Palo Pinto, Parker, Somervell, Wise.	2,913.4	1,033.5	24,747,451	14,163,508	2,553,100	1,831,380	730,995	3,476,294	565,259	66.5

AUSTIN—

"A Modern-Day Boom Town"

(Business Week, May 26th)

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The Dallas Morning News has what it takes to keep you in step with up-scale demographics. We reach the pacesetters. The people who want more out of life and read the paper that can help them get it. That's why we have more readers than the evening paper in the important income brackets — $35,000 and up, $25,000 and up, $20,000 and up, $15,000 and up. More college graduates, more professional people and more who own or manage businesses and more homeowners. The trend-setters and influential community leaders. More of the people advertisers want to reach. We prove it year after year in ad linage, circulation and demographics. We keep the numbers while the competition keeps dragging its feet.

The Dallas Morning News
That extra edge

Source: Belden Associates Continuing Market Study, June, 1979. Represented by: Cresmer, Woodward, O'Mara & Ormsbee, Inc.; National: The Leonard Co.; Florida, Mexico, Caribbean: Lenna Hawaii, Hawaii. A Member of Metropolitan Sunday Newspapers, Inc.

San Antonio Light

SAN ANTONIO'S LEADING NEWSPAPER,
DAILY AND SUNDAY, FOR OVER 25 YEARS

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE **S&MM** NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979									% Hslds. Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
TX (cont.)										
EL PASO (El Paso) . . . **20 - 49%** N.M.: Hidalgo, Luna; TEX.: Culberson, Hudspeth.	480.5	144.1	2,789,105	1,835,861	384,526	286,309	128,474	367,413	60,929	56.5
GALVESTON-TEXAS CITY (Galveston)	206.1	71.9	1,498,487	841,130	235,641	76,594	23,784	190,832	23,673	37.5
HOUSTON (Harris) . . . **Over 50%** Fort Bend; **20 - 49%** Austin, Brazoria, Brazos, Colorado, Galveston, Grimes, Liberty, Madison, Matagorda, Montgomery, Polk, San Jacinto, Trinity, Walker, Waller, Washington, Wharton.	3,288.7	1,149.7	28,291,256	16,550,633	8,532,954	2,275,718	722,354	4,027,106	417,062	55.3
LONGVIEW-MARSHALL (Gregg, Harrison) . . . **20 - 49%** Morris, Upshur.	177.2	62.5	1,179,413	867,100	199,223	90,246	48,223	194,917	23,846	43.3
LUBBOCK (Lubbock) . . . **20 - 49%** Bailey, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, King, Lamb, Lynn, Motley, Terry, Yoakum.	384.3	132.7	2,754,595	1,765,873	378,512	170,212	92,251	474,555	40,039	49.6
ODESSA (Ector) . . . **Over 50%** Crane; **20 - 49%** Andrews, Pecos, Upton, Ward, Winkler.	170.6	58.4	1,271,990	899,141	205,164	110,845	37,673	208,298	13,089	57.0
SAN ANGELO (Tom Green) . . . **Over 50%** Coke, Concho, Irion, Schleicher, Sterling, Sutton; **20 - 49%** Crockett, Edwards, Glasscock, Kimble, McCulloch, Mason, Menard, Pecos, Reagan, Runnels, San Saba, Terrell, Upton.	164.7	60.6	1,061,976	730,341	167,424	63,770	25,540	197,065	12,836	55.1
SAN ANTONIO (Bexar) . . . **20 - 49%** Atascosa, Bandera, Comal, Frio, Gillespie, Gonzales, Guadalupe, Karnes, Kendall, Kerr, La Salle, Medina, Uvalde, Wilson.	1,225.5	392.3	7,882,501	4,540,796	1,057,064	674,101	211,374	926,755	91,390	66.9

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S&MM's SURVEY OF NEWSPAPER MARKETS

S&MM ESTIMATES 1979

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%-49% penetration).	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI (\$000)	Total Retail Sales (\$000)	Food (\$000)	General Merchandise (\$000)	Furnit./Furnish./Appl. (\$000)	Automotive (\$000)	Drug (\$000)	% Hslds Cov. Total Area
TX (cont.)										
TEXARKANA (Bowie; ARK.: Miller) . . . **20 - 49%** ARK.: Little River; TEX.: Cass.	146.4	53.9	829,691	587,011	159,884	67,165	20,262	124,434	14,711	51.1
TYLER (Smith) . . . **20 - 49%** Van Zandt, Wood.	167.5	62.2	1,184,738	797,001	179,205	98,303	44,462	172,300	19,918	58.8
VICTORIA (Victoria) . . . **Over 50%** Calhoun; **20 - 49%** De Witt, Goliad, Jackson, Lavaca, Refugio.	148.5	50.4	901,818	642,189	150,951	63,285	28,597	154,270	18,251	57.6
WACO (McLennan) . . . **20 - 49%** Bosque, Falls, Limestone.	209.9	77.8	1,349,030	906,805	215,451	89,441	42,559	218,036	26,915	54.3
WICHITA FALLS (Wichita) . . . **Over 50%** Archer; **20 - 49%** Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Wilbarger, Young.	240.5	80.6	1,490,739	905,076	201,238	96,182	45,041	218,939	23,021	59.3
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%** Juab.	200.3	55.0	1,088,413	624,956	126,428	94,089	34,520	136,407	21,015	51.4
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%** Box Elder, Davis, Morgan, Wasatch; **20 - 49%** Beaver, Carbon, Emery, Garfield, Iron, Juab, Kane, Millard, Rich, Sanpete, Sevier, Summit, Tooele, Washington.	1,058.4	327.3	6,720,023	3,961,168	777,113	573,919	225,911	885,150	105,399	63.5
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%** Grand Isle; **20 - 49%** Addison, Franklin, Lamoille.	195.8	64.2	1,220,282	691,822	154,670	82,871	27,214	102,768	14,435	63.5
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **20 - 49%** Fluvanna, Greene, Madison, Orange.	136.1	47.8	836,225	520,625	125,894	60,960	23,678	81,949	18,013	57.8
DANVILLE (Pittsylvania)	107.2	37.3	649,853	357,285	99,998	43,751	13,737	75,103	10,968	64.6
FREDERICKSBURG (Spotsylvania) . . . **Over 50%** King George, Stafford; **20 - 49%** Caroline, Westmoreland.	129.1	42.3	739,266	401,159	106,364	43,456	14,954	66,068	12,940	61.1
HARRISONBURG (Rockingham) . . . **20 - 49%** Page; W.VA.: Pendleton.	103.0	35.1	552,936	321,054	84,856	30,173	16,755	50,793	10,577	66.0

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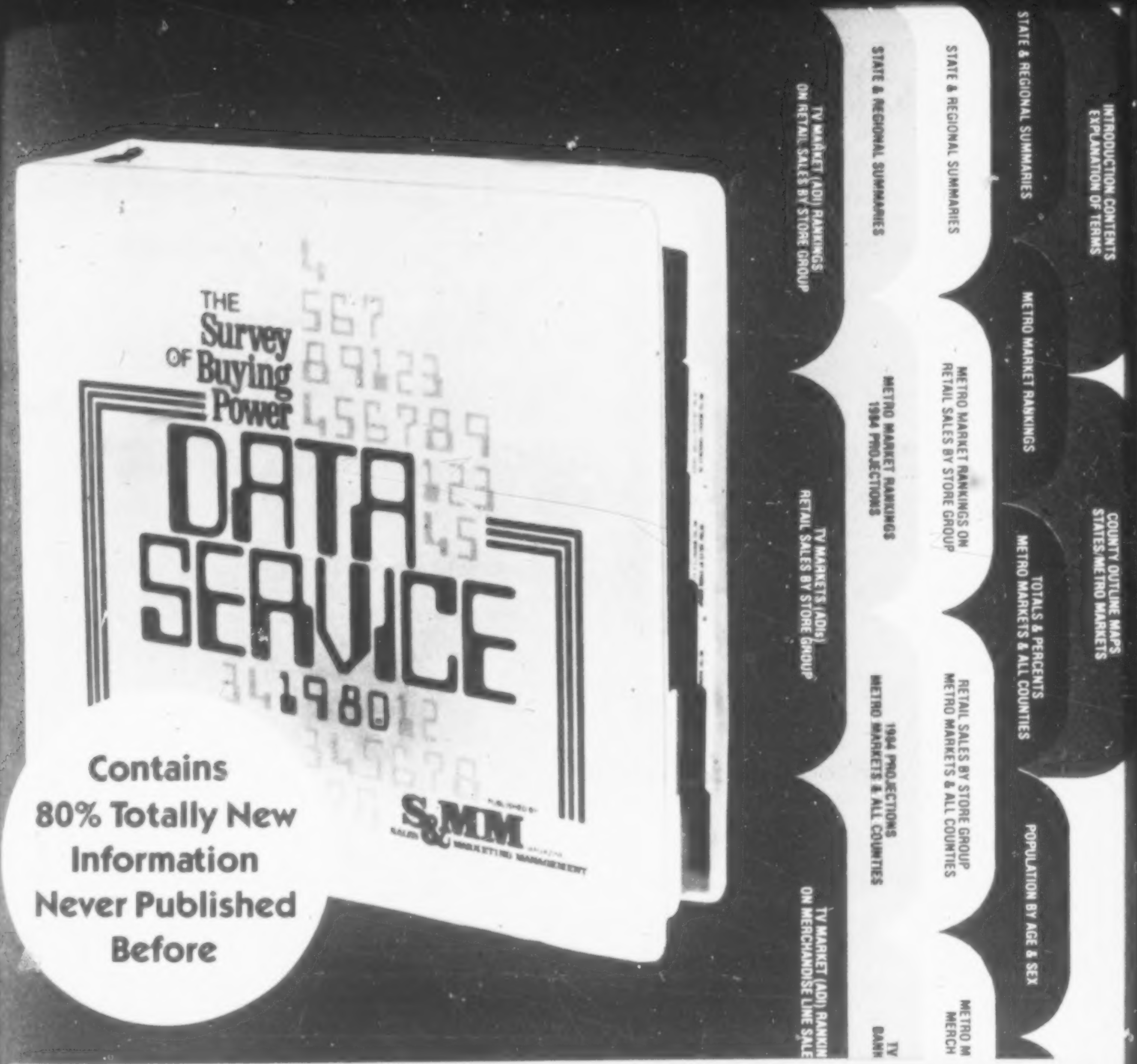
THE Survey OF Buying Power
DATA SERVICE
1980
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STATE & REGIONAL SUMMARIES
STATE & REGIONAL SUMMARIES
STATE & REGIONAL SUMMARIES
TV MARKET (ADI) RANKINGS ON RETAIL SALES BY STORE GROUP
METRO MARKET RANKINGS
METRO MARKET RANKINGS ON RETAIL SALES BY STORE GROUP
METRO MARKET RANKINGS 1984 PROJECTIONS
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POPULATION BY AGE & SEX
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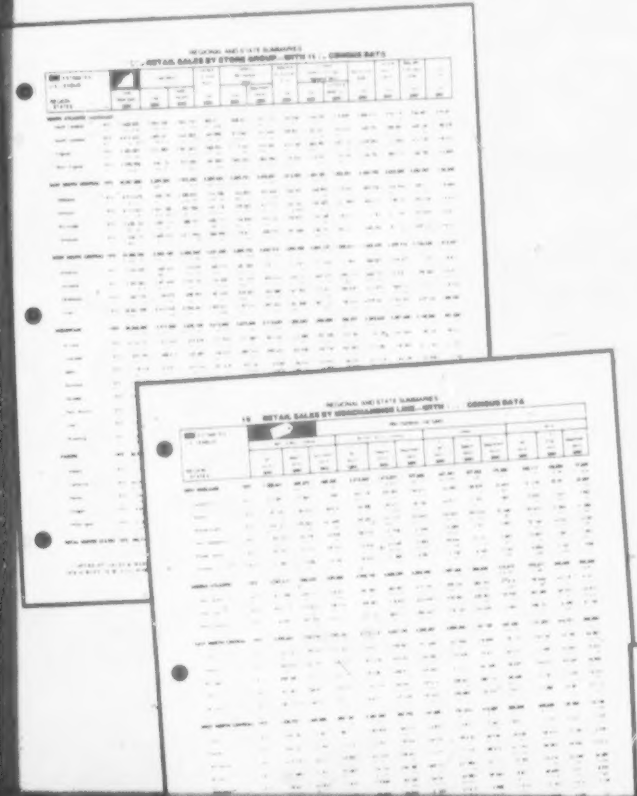

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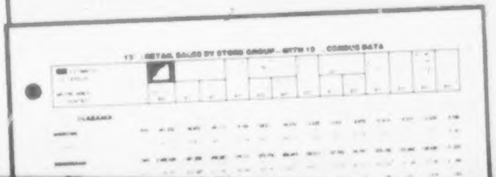

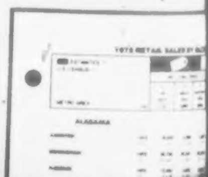

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Groceries And Other Foods, Drugs And Other Health Aids, Furniture And Other Sleep Equipment, Major Household Appliances, Radio/ TV/ Musical Instruments, Men's And Boys' Clothing, Women's And Girls' Clothing, Footwear, Toiletries.

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Here are just some of the users and uses for the information found in the new DATA SERVICE.

1 MARKETING/PRODUCT MANAGEMENT

define market potential
evaluate sales performance
determine distribution pattern
examine weaknesses & strengths in relation to existing market
develop index of product demand
determine product potentials
select markets, strategy, & ad support for new products
create buying power indexes for special products

2 SALES MANAGEMENT

map sales territories
set quotas
set objectives for branches, dealers, distributors, wholesalers & retailers
analyze sales variations
route sales force—rate its efficiency
compare potentials/travel time
spot performance weaknesses
modernize sales organization

3 ADVERTISING/MEDIA

set budgets—allocate advertising dollars—spot media decisions
city, country, metro areas
analyze TV markets (ADI's)
compare media coverage/market size
select test markets
apply advertising pressure where needed
check ad results against potential sales

4 MARKET ANALYSIS

check year-to-year changes
spot high income concentrations
relate household incomes to price tags
trace population shifts—review market changes
choose market by demographics
forecast regional and national totals
differentiate markets by retail sales price
select quality markets

The brand new completely updated and expanded 1980 **Survey of Buying Power DATA SERVICE** will be released in three sections

SECTION I
DEMOGRAPHIC AND ECONOMIC DATA
Issued July 1980
AREAS COVERED: All Countries, Metropolitan Areas, Standard Consolidated Areas, States.

SECTION II
RETAIL SALES DATA
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S&MM's SURVEY OF NEWSPAPER MARKETS

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/A (cont.)										
YNCHBURG (Campbell) . . . **Over 50%** Amherst; **20 - 49%** Appomattox, Nelson.	162.5	55.8	924,055	619,074	152,279	76,964	30,065	126,058	25,243	65.7
EWPORT NEWS-HAMPTON (Newport News) . . . **Over 50%** Gloucester, James City, York; **20 - 49%** Isle of Wight, Mathews, Middlesex, New Kent, Surry.	418.1	138.8	2,472,152	1,534,205	326,115	214,972	106,164	283,601	37,639	70.7
NORFOLK-VIRGINIA BEACH-PORTSMOUTH (Norfolk, Virginia Beach) . . . **20 - 49%** N.C.: Currituck, Dare, Gates; VA.: Isle of Wight, Northampton, Southampton, Suffolk.	903.9	285.4	5,592,836	3,152,099	706,732	407,874	158,941	676,459	79,552	74.7
ICHMOND (Henrico) . . . **Over 50%** Chesterfield, Essex, Goochland, Hanover, King William, Powhatan; **20 - 49%** Amelia, Brunswick, Charles City, Cumberland, Dinwiddie, Greensville, King and Queen, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Prince Edward, Prince George, Richmond, Surry, Sussex, Westmoreland.	978.7	339.6	6,753,987	3,862,595	861,374	534,201	181,838	736,112	137,328	67.8
ROANOKE (Roanoke) . . . **Over 50%** Botetourt; **20 - 49%** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, Rockbridge, Smyth, Wythe.	540.4	191.6	3,233,476	2,082,561	511,294	245,671	91,423	391,619	65,358	54.5
WASHINGTON										
BREMERTON (Kitsap)	134.7	48.3	1,279,452	470,852	120,214	45,537	20,576	86,967	36,176	67.1
LONGVIEW (Cowlitz) . . . **Over 50%** Wahkiakum.	80.1	29.1	554,152	301,796	65,108	44,354	12,349	69,589	12,140	76.1
OLYMPIA (Thurston) . . . **20 - 49%** Mason.	145.2	53.0	1,253,395	528,151	136,750	45,019	32,965	98,805	21,646	52.7
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **20 - 49%** Adams.	148.9	48.9	1,135,052	720,061	161,533	81,128	30,099	138,356	47,053	69.5

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and services from consumer and industrial products manufacturers.

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration)	S&MM ESTIMATES 1979: POPULATION 12/31/79: Total Pop (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME: Total EBI ($000)	RETAIL SALES BY STORE GROUP: Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./Furnish./Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds Cov Total Area
WA (cont.)										
SEATTLE-EVERETT (King, Snohomish) . . . **20 - 49%** Clallam, Island, Jefferson, Skagit.	1,687.0	643.9	14,286,482	8,057,634	1,629,845	922,170	424,162	1,545,225	313,575	69.9
SPOKANE (Spokane) . . . **Over 50%** Lincoln; **20 - 49%** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Pend Oreille, Stevens, Whitman.	551.9	199.4	3,850,100	1,988,931	441,988	207,565	100,661	409,886	77,820	60.1
TACOMA (Pierce)	455.3	155.5	3,405,873	1,674,762	325,203	230,320	88,222	371,936	57,823	61.7
WENATCHEE (Chelan) . . . **Over 50%** Douglas; **20 - 49%** Grant, Okanogan.	143.6	51.8	1,110,832	549,204	146,721	38,034	18,892	101,665	32,044	52.4
YAKIMA (Yakima) . . . **20 - 49%** Kittitas.	185.7	67.6	1,220,412	738,835	157,362	79,607	33,711	156,708	25,571	55.9

SEATTLE-TACOMA is a two paper buy.

[This one]

[And one of these]

The Tacoma News Tribune
Volcano update
Mudflow dam fills up; officials fear new flood
Volcanic activity slows

AM
The Seattle Times
New tremors at St. Helens
Seattle Post-Intelligencer
Lava Spotted In the Crater

Seattle and Tacoma Retail Outlets
1979 Lineage Shown In Inches

	TNT	TIMES	P-I
K MART	122,303	498,400	52,408
J. C. PENNEY	164,944	216,397	27,493
SEARS	171,736	77,530	70,246
FRED MEYER	159,281	108,679	17,862
BON MARCHE	90,156	198,254	70,389
PAY 'N SAVE	40,493	53,417	12,053
SAFEWAY	46,273	40,806	32,736
ERNST	37,760	34,586	2,452
SCHUCK'S	10,303	14,765	7,172
PAY 'N PAK	24,464	22,232	4,404
TOTAL (83 Accounts)	1,232,973 (42%)	1,165,523 (39.8%)	534,822 (18.2%)

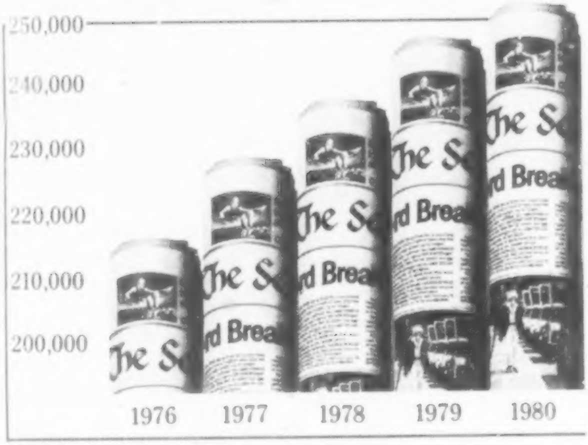
The retailers, who sell your products, offer positive proof that Seattle-Tacoma is a two-paper buy. Here's how they place their own advertising.

No. 1 in the Sea-Tac Market

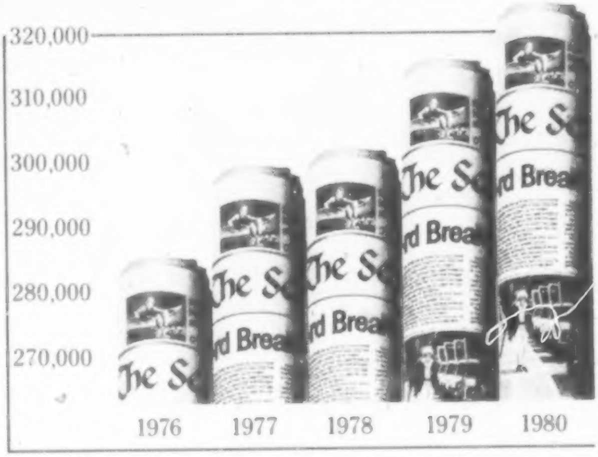
Tacoma News Tribune

1950 South State Street
Tacoma, Washington 98411
Circulation over 110,000 • Represented by Sawyer Ferguson Walker

ANNOUNCING TWO RECORD-BREAKING TIMES.



Seattle Times Daily Circulation.



Seattle Times Sunday Circulation.

It's official.

The Seattle Times now has the biggest lead ever over the Seattle Post-Intelligencer: 95,000 daily and 150,000 Sunday in the City and Retail Trading Zones.

Which simply means we can help you reach more people in Seattle than any other newspaper.

More professionals. More college graduates. More households with incomes of $25,000 and up.

And with our new morning edition, we'll help you reach them all day long.

So when you're looking for a more efficient media buy in Seattle, call our National Advertising Department at (206) 464-2441.

THE SEATTLE TIMES
Washington's Best Selling Newspaper

Figures based on March 1980 A.B.C. Fas-Fax. Represented by Cresmer, Woodward, O'Mara, and Ormsbee, Inc. Member Metropolitan Sunday Newspapers, Inc.

S&MM's SURVEY OF NEWSPAPER MARKETS

S&MM ESTIMATES 1979

STATE S&MM NEWSPAPER MARKET (Home County) Dominant Counties (50% or more penetration) Effective Counties (20%-49% penetration)	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						%
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	Hslds Cov. Total Area
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **20 - 49%** Fayette, Greenbrier, Monroe, Summers, Wyoming	238.3	80.4	1,306,223	815,713	209,677	98,479	38,056	184,753	24,742	40.6
BLUEFIELD (Mercer) . . . **20 - 49%** VA.: Bland, Tazewell	125.3	43.8	812,345	532,343	147,316	51,587	23,340	129,004	12,149	52.4
CHARLESTON (Kanawha) . . . **Over 50%** Putnam; **20 - 49%** Boone, Braxton, Clay, Fayette, Greenbrier, Jackson, Nicholas, Pocahontas, Roane	481.9	168.9	3,218,182	1,876,118	432,589	258,383	73,314	456,736	57,416	60.8
CLARKSBURG (Harrison) . . . **20 - 49%** Barbour, Doddridge, Gilmer, Lewis	129.4	46.6	699,179	374,772	95,798	33,481	20,331	94,845	11,756	54.1
HUNTINGTON-ASHLAND (Cabell; KY.: Boyd) . . . **Over 50%** KY.: Greenup; **20 - 49%** KY.: Carter, Lawrence; OHIO: Lawrence; W.VA.: Wayne	339.7	119.4	2,146,211	1,239,969	305,654	167,337	72,338	234,869	40,959	56.3
PARKERSBURG-MARIETTA (Wood; OHIO: Washington) . . . **20 - 49%** W.VA.: Calhoun, Pleasants, Ritchie, Wirt	186.1	64.4	1,229,298	753,335	175,556	126,467	30,411	153,502	20,314	54.4
WHEELING (Ohio) . . . **Over 50%** Marshall, Wetzel; **20 - 49%** OHIO: Belmont; W.VA.: Brooke, Tyler	245.4	88.2	1,739,937	863,166	209,765	113,115	48,844	173,553	26,177	49.8
WISCONSIN										
APPLETON-OSHKOSH (Outagamie, Winnebago) . . . **20 - 49%** Calumet, Green Lake, Waupaca, Waushara	373.1	124.6	2,494,426	1,414,254	294,167	169,864	59,751	298,820	35,875	63.3
DULUTH-SUPERIOR (MINN.: St. Louis; WIS.: Douglas) . . . **Over 50%** MINN.: Carlton, Lake; **20 - 49%** MINN.: Cook, Itasca	359.3	128.9	2,468,124	1,451,979	309,070	178,844	53,020	230,378	38,189	52.3
EAU CLAIRE (Eau Claire) . . . **20 - 49%** Buffalo, Chippewa, Dunn, Pepin, Trempealeau	208.9	69.5	1,197,601	787,946	135,399	107,774	27,280	158,287	21,473	42.8
GREEN BAY (Brown) . . . **20 - 49%** Door, Kewaunee, Oconto	253.7	83.3	1,654,792	1,013,333	204,359	156,584	48,074	194,067	21,283	63.1
JANESVILLE-BELOIT (Rock) . . . **20 - 49%** Walworth	207.4	70.2	1,543,045	869,953	198,753	117,684	29,655	150,008	22,840	40.6
KENOSHA (Kenosha)	127.8	44.0	1,065,325	382,456	94,624	51,962	14,549	51,967	8,227	71.1
LA CROSSE (La Crosse) . . . **20 - 49%** MINN.: Houston; WIS.: Monroe, Vernon	169.1	58.0	1,001,234	647,801	123,551	72,400	29,902	110,420	17,447	53.1
MADISON (Dane) . . . **20 - 49%** Columbia, Grant, Green, Iowa, Juneau, Lafayette, Richland, Sauk	566.5	201.6	4,139,946	2,497,058	452,062	234,005	120,249	471,487	56,645	48.3
MILWAUKEE (Milwaukee) . . . **Over 50%** Ozaukee, Waukesha; **20 - 49%** Price, Washington	1,429.5	498.8	11,275,337	6,238,659	1,362,448	877,737	308,307	1,176,227	184,390	85.5

IN WISCONSIN
Madison outspends Milwaukee

They outspend Milwaukee in eating and drinking place sales, furniture and household appliance store sales, food store sales, automotive sales, gasoline service station sales, building material, hardware sales and total retail sales per household.

Call Madison Newspaper's National Advertising Manager at (608) 252-6200

PER HOUSEHOLD RETAIL SALES

	Madison		Milwaukee	
	S.M.S.A.	U.S. Rank	S.M.S.A.	U.S. Rank
	$13,000	83rd	$12,600	116th

	Total Circulation	Adult Readers Per Copy	Total Adult Readers
Daily	110,417	2.2	244,000
Sunday	127,377	2.3	290,000

Publisher of The Capital Times
Wisconsin State Journal

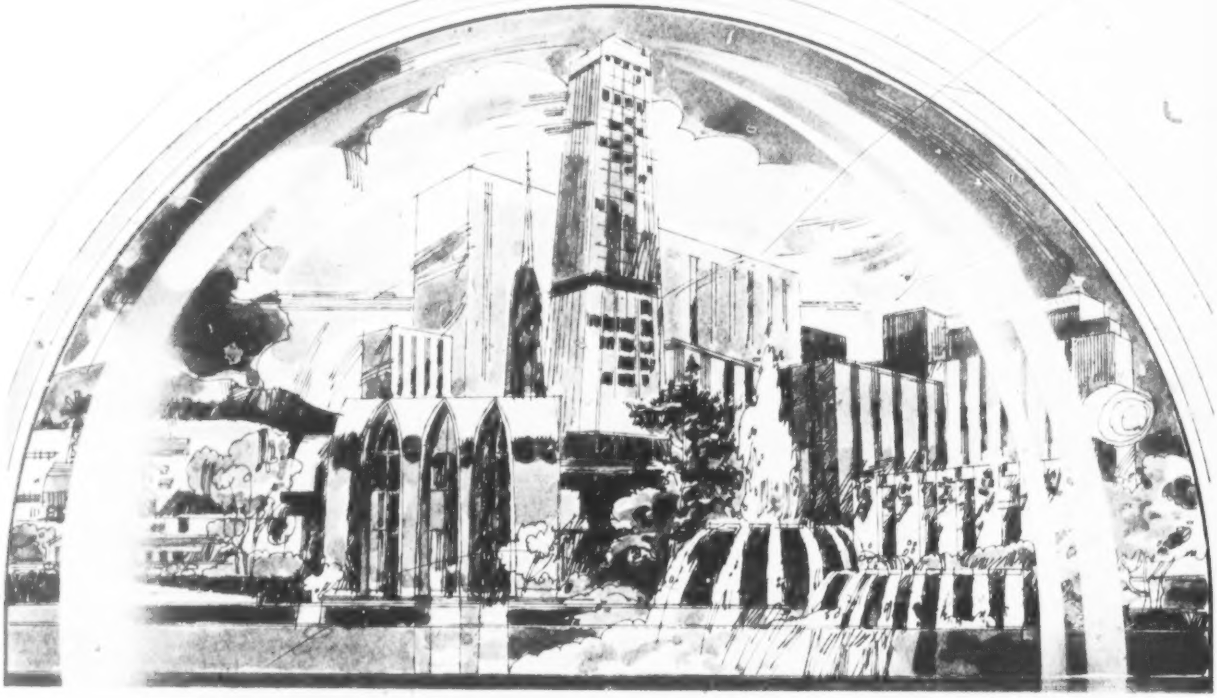
Madison Newspapers, inc.

1901 Fish Hatchery Road • P.O. Box 8056
Madison, Wisconsin 53708 • Phone (608) 252-6200

Represented nationally by Branham Newspaper Sales, Inc.

Sources: ABC Audit March 31, 1980; Belden Associates 1980 Madison Market Study; 1980 S&MM Survey of Buying Power

Milwaukee



The all-in-one Test Market

"Maximize experimental effects — and minimize confounding variance."

Those, of course, are the bare bones of any experiment. If you wanted to test the effect of fertilizer on corn yield, chances are you wouldn't put your fertilized field in Ohio and your control field in Nebraska. You'd want both fields on the same farm. And your confounding variance would be nil.

Unfortunately, advertising experiments tend to be a bit more complicated than their agricultural counterparts. It's hard, for example, to hit half the people in a city with one ad, and half with another, and keep the two groups balanced demographically.

Unless you use The Milwaukee Journal.

Target Marketing is The Milwaukee Journal's computerized method that splits our coverage area into 58 separate market cells — DEMOGRAPHICALLY. You tell us the customers you want to reach, by age, income, occupation . . . you select the profile!

And because Milwaukee is large enough to offer a demographically balanced test market and control market, you can execute a tightly controlled experiment — all within one SMSA.

The Milwaukee Journal
Milwaukee Sentinel

A major floor covering manufacturer, for example, used a split-run test of hard-sell vs. soft-sell on two demographically balanced groups.

And a packaged goods manufacturer used a 4-way split-run to see which coupon worked best — 10¢, 15¢, 20¢, or 25¢.

There are many more Target Marketing success stories. If you'd like to hear them, and find out how Milwaukee can work for you, call Wally Just at The Milwaukee Journal, (414) 224-2472.

Wally Just, General Advertising Dept.
The Milwaukee Journal, Journal Square,
Dept. SM-0033, Milwaukee, WI 53201

Yes, Send me the latest facts on Target Marketing and Selective Distribution.

Name ____________________
Title ____________________
Company ____________________
Phone ____________________
Address ____________________
City ____________________
State __________ Zip __________

Member Million Market Newspapers, Inc. New York, Chicago, Atlanta, Detroit, Los Angeles, San Francisco, Philadelphia, The Leonard Co., Miami, Mexico City. Member, Metropolitan Sunday Newspapers, Inc. representing SUNDAY and Metro Comics

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1979									% Hslds Cov. Total Area
	POPULATION 12/31/79		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl ($000)	Automotive ($000)	Drug ($000)	
WI (cont.)										
RACINE (Racine)	178.5	62.5	1,349,714	627,187	156,378	72,862	30,343	112,631	17,654	61.8
SHEBOYGAN (Sheboygan) . . . **20 - 49%** Calumet	131.4	45.4	918,316	443,891	111,742	67,302	12,444	84,912	13,178	63.4
WAUSAU (Marathon) . . . **20 - 49%** Lincoln	137.5	46.0	921,975	491,694	113,204	57,835	20,451	92,753	9,275	59.5
WYOMING										
CASPER (Natrona) . . . **20 - 49%** Converse, Hot Springs, Johnson, Niobrara, Platte, Teton, Weston	123.4	43.5	983,571	724,822	140,632	44,877	32,675	159,055	20,944	49.5

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Section E

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's
18th Annual Survey of TV Markets

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1979										
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM/ARB TV (ADI) MARKET	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	**Buying Power Index**
ALABAMA											
ANNISTON	119.8	40.4	19.9	631,390	413,926	103,122	49,982	19,219	90,911	12,538	.0443
BIRMINGHAM	1,292.8	458.7	320.6	8,074,171	4,698,841	1,044,953	537,562	228,680	1,131,513	147,925	.5252
DOTHAN	212.6	74.2	46.0	1,192,537	694,704	161,194	86,098	34,267	170,479	16,367	.0793
HUNTSVILLE-DECATUR-FLORENCE	648.7	223.8	77.5	3,927,815	2,257,769	496,112	252,627	106,326	570,450	60,381	.2566
MOBILE-PENSACOLA	1,098.7	358.5	261.0	6,363,399	3,858,510	884,369	577,617	175,836	804,162	121,751	.4262
MONTGOMERY	464.0	156.3	176.3	2,599,024	1,569,299	354,033	203,418	64,794	338,351	42,797	.1749
SELMA	54.8	18.0	28.3	239,194	178,530	45,034	18,331	10,224	38,660	5,355	.0183
TUSCALOOSA	131.8	41.1	32.7	787,615	481,598	96,898	69,498	22,322	96,001	13,496	.0526
ALASKA											
ANCHORAGE	213.6	71.7	8.7	2,168,182	1,271,991	304,453	173,495	42,462	177,820	69,830	.1309
ARIZONA											
FLAGSTAFF	74.8	22.2	1.8	403,718	289,179	65,589	38,179	9,454	31,742	5,395	.0289
PHOENIX	1,736.1	605.9	57.8	12,613,133	7,233,172	1,734,824	816,119	412,485	1,486,776	267,066	.7907
TUCSON	598.8	208.9	19.1	4,111,033	2,398,907	574,019	318,073	120,767	505,338	94,709	.2625
ARKANSAS											
FT. SMITH	317.1	114.0	12.5	1,833,403	1,226,488	264,208	178,064	56,659	263,015	31,583	.1271
JONESBORO	182.0	67.4	3.3	1,000,133	583,727	139,380	67,525	25,395	134,885	15,916	.0667
LITTLE ROCK	1,168.2	415.3	211.2	7,051,492	4,139,172	930,339	537,053	173,726	946,004	135,476	.4636

(continued on page 153)

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX — Brown 11.1 Callahan 3.8 Coke 1.2 Coleman 4.1 Eastland 7.5 Fisher 2.4 Haskell 2.8 Jones 6.4 McCulloch 3.0 Menard 1.0 Mitchell 2.7 Nolan 5.6 Runnels 4.1 Scurry 6.1 Shackelford 1.2 Stonewall 0.8 Sutton 1.5 Taylor 35.1 Tot Hslds 108,800

ALBANY, GA — Atkinson 1.6 Baker 1.2 Ben Hill 5.2 Berrien 4.1 Coffee 7.2 Colquitt 10.5 Cook 3.8 Crisp 6.5 Dougherty 26.9 Irwin 2.8 Lanier 1.5 Lee 2.9 Mitchell 5.5 Telfair 3.5 Tift 9.4 Turner 2.8 Worth 4.9 Tot Hslds 112,000

ALBANY-SCHENECTADY-TROY, N.Y. — MASS Berkshire 11.2 N.Y. Albany 22.9 Columbia 4.6 Fulton 4.9 Greene 3.4 Hamilton 0.4 Montgomery 4.7 Rensselaer 11.1 Saratoga 10.6 Schenectady 12.6 Schoharie 2.1 Warren 4.4 Washington 4.2 VT Bennington 2.6 Tot Hslds 450,800

ALBUQUERQUE, N.M. — ARIZ Apache (northern portion) 1.2 COLO Alamosa 1.1 Archuleta 0.4 Conejos 0.7 Costilla 0.4 Dolores 0.2 La Plata 2.9 Montezuma 1.9 Rio Grande 1.2 Saguache 0.4 N.M. Bernalillo 47.9 Colfax 1.6 Grant 2.8 Guadalupe 0.5 Harding 0.2 Lincoln 1.4 Los Alamos 2.0 McKinley 5.0 Mora 0.6 Rio Arriba 2.8 Sandoval 2.2 San Miguel 2.2 Santa Fe 7.4 Sierra 1.4 Socorro 1.1 Taos 2.2 Torrance 0.9 Valencia 5.4 Tot Hslds 301,100

ALEXANDRIA, LA — Avoyelles 19.5 Grant 7.1 Rapides 57.2 Vernon 16.1 Tot Hslds 87,500

ALEXANDRIA, MINN — Beltrami 12.5 Cass 9.5 Crow Wing 18.6 Douglas 11.6 Grant 3.0 Hubbard 6.0 Lac qui Parle 4.0 Pope 5.1 Stevens 4.1 Swift 5.5 Todd 10.5 Traverse 2.7 Wadena 5.9 Tot Hslds 83,000

ALPENA, MICH — Alcona 25.0 Alpena 75.0 Tot Hslds 15,200

AMARILLO, TEX — KANS Morton 0.6 N.M. Curry 8.9 Quay 2.6 Union 1.4 OKLA Cimarron 0.9 Roger Mills 1.0 Texas 4.0 TEX Armstrong 0.6 Briscoe 0.6 Carson 1.5 Castro 1.7 Childress 1.8 Collingsworth 1.2 Cottle 0.7 Dallam 1.3 Deaf Smith 3.4 Donley 0.9 Gray 6.0 Hall 1.3 Hansford 1.1 Hartley 0.6 Hemphill 1.0 Hutchinson 6.1 Lipscomb 0.9 Moore 3.1 Ochiltree 1.9 Oldham 0.5 Parmer 1.6 Potter 21.9 Randall 15.4 Roberts 0.2 Sherman 0.8 Swisher 2.2 Wheeler 1.6 Tot Hslds 182,700

ANCHORAGE, ALASKA — Anchorage 82.0 Kenai Cook Inlet 9.2 Matanuska-Susitna 7.5 Seward 1.1 Tot Hslds 71,700

ANNISTON, ALA — Calhoun 100.0 Tot Hslds 40,400

ARDMORE-ADA, OKLA — Atoka 5.6 Bryan 17.2 Carter 26.1 Choctaw 9.1 Coal 3.4 Johnston 5.8 Marshall 5.9 Pontotoc 20.3 Pushmataha 6.4 Tot Hslds 67,400

ATLANTA, GA — ALA Cherokee 0.7 Cleburne 0.4 GA Baldwin 0.8 Banks 0.3 Barrow 0.7 Bartow 1.3 Butts 0.4 Carroll 1.9 Chattooga 0.8 Cherokee 1.5 Clarke 2.6 Clayton 4.8 Cobb 9.4 Coweta 1.3 Dawson 0.2 De Kalb 16.4 Douglas 1.6 Fayette 0.7 Floyd 2.9 Forsyth 0.8 Fulton 22.2 Gilmer 0.4 Gordon 1.0 Greene 0.4 Gwinnett 5.1 Habersham 0.9 Hall 2.5 Haralson 0.7 Heard 0.2 Henry 1.0 Jackson 0.9 Jasper 0.2 Lamar 0.4 Lumpkin 0.3 Meriwether 0.7 Monroe 0.4 Morgan 0.3 Newton 1.1 Oconee 0.4 Oglethorpe 0.3 Paulding 0.8 Pickens 0.4 Pike 0.3 Polk 1.1 Putnam 0.3 Rabun 0.5 Rockdale 1.1 Spalding 1.7 Towns 0.2 Troup 1.7 Union 0.4 Upson 0.9 Walton 1.0 White 0.3 N.C. Clay 0.2 Tot Hslds 865,800

AUGUSTA, GA — Burke 3.5 Columbia 6.6 Emanuel 4.1 Glascock 0.4 Hancock 1.8 Jefferson 3.3 Jenkins 1.9 Johnson 1.7 Lincoln 1.2 McDuffie 3.5 Richmond 28.9 Screven 2.5 Taliaferro 0.4 Warren 1.0 Wilkes 2.1 S.C. Aiken 20.6 Allendale 2.0 Bamberg 3.0 Barnwell 3.0 Edgefield 3.2 McCormick 1.5 Saluda 2.0 Tot Hslds 184,800

AUSTIN, TEX — Bastrop 3.7 Blanco 0.8 Burnet 3.3 Caldwell 3.2 Fayette 3.6 Hays 5.7 Lee 1.8 Llano 2.1 Mason 0.7 San Saba 1.1 Travis 64.6 Williamson 10.1 Tot Hslds 208,300

BAKERSFIELD, CALIF — Kern (western portion) 100.0 Tot Hslds 108,400

BALTIMORE, MD — Anne Arundel 14.1 Baltimore 35.1 Baltimore city 34.0 Caroline 1.1 Carroll 3.9 Cecil 2.2 Dorchester 1.4 Harford 6.1 Howard 4.9 Kent 0.8 Queen Annes 1.0 Talbot 1.3 Tot Hslds 810,800

BANGOR, MAINE — Hancock 12.5 Knox 10.4 Penobscot 38.8 Piscataquis 5.5 Somerset 11.6 Waldo 5.7 Washington 12.5 Tot Hslds 118,000

BATON ROUGE, LA — Ascension 6.1 Assumption 2.9 East Baton Rouge 50.1 East Feliciana 1.9 Iberville 4.4 Livingston 7.8 Pointe Coupee 3.2 St Helena 1.3 St Mary 8.7 West Baton Rouge 2.7 West Feliciana 0.9 MISS Amite 1.9 Wilkinson 1.5 Tot Hslds 206,000

BEAUMONT-PORT ARTHUR, TEX — Hardin 8.5 Jasper 6.2 Jefferson 58.2 Newton 2.9 Orange 19.0 Sabine 1.7 Tyler 3.5 Tot. Hslds 154,300

BEND, ORE — Deschutes 100.0 Tot Hslds 21,000

BILLINGS, MONT — Big Horn 4.9 Carbon 5.2 Garfield 0.9 Golden Valley 0.6 Musselshell 3.1 Petroleum 0.5 Rosebud 5.2 Stillwater 3.2 Sweet Grass 2.1 Treasure 0.6 Wheatland 1.4 Yellowstone 60.2 WYO Park 11.9 Tot Hslds 65,300

BILOXI-GULFPORT-PASCAGOULA, MISS — Harrison 95.0 Stone 5.0 Tot Hslds 50,100

BINGHAMTON, N.Y. — Broome 52.9 Chenango 11.1 Delaware 11.5 Tioga 11.1 PA Bradford 13.1 Tot Hslds 150,800

BIRMINGHAM, ALA — Bibb 1.1 Blount 2.9 Chilton 2.4 Clay 1.2 Coosa 0.9 Cullman 4.6 Etowah 7.8 Fayette 1.4 Greene 0.7 Hale 1.0 Jefferson 51.8 Marion 2.1 Perry 0.9 Pickens 1.6 St Clair 2.9 Shelby 4.4 Talladega 5.2 Walker 5.3 Winston 1.7 Tot Hslds 458,700

BLUEFIELD-BECKLEY-OAK HILL, W.VA — VA Bland 1.8 Tazewell 13.7 W.VA Fayette 15.2 Greenbrier 9.6 McDowell 12.9 Mercer 19.3 Raleigh 23.1 Summers 4.5 Tot Hslds 125,900

BOISE, IDA — Ada 44.5 Adams 1.0 Blaine 2.9 Boise 0.7 Camas 0.2 Canyon 21.7 Elmore 5.6 Gem 3.2 Owyhee 2.0 Payette 4.8 Valley 1.4 Washington 2.6 ORE Grant 2.5 Malheur 7.0 Tot Hslds 125,500

BOSTON, MASS — CONN Windham 1.8 MASS Barnstable 3.0 Essex 12.1 Middlesex 25.0 Nantucket 0.1 Norfolk 11.1 Plymouth 7.2 Suffolk 14.0 Worcester 11.8 N.H. Cheshire 1.2 Hillsborough 4.9 Merrimack 1.7 Rockingham 3.2 Strafford 1.5 Sullivan 0.7 VT Windham 0.7 Tot Hslds 1,881,400

BOWLING GREEN, KY — Adair 19.0 Warren 81.0 Tot Hslds 27,300

BRISTOL-KINGSPORT-JOHNSON CITY, TENN — KY Leslie 1.6 Letcher 3.6 N.C. Avery 1.8 TENN Carter 6.8 Greene 7.1 Hawkins 5.3 Johnson 2.0 Sullivan 19.6 Unicoi 2.3 Washington 11.6 VA Bristol 3.7 Buchanan 4.2 Dickenson 2.7 Lee 3.9 Norton 0.6 Russell 3.8 Scott 3.5 Smyth 4.3 Washington 5.9 Wise 6.2 Tot Hslds 250,800

BUFFALO, N.Y. — Allegany 2.6 Cattaraugus 4.7 Chautauqua 8.5 Erie 59.7 Genesee 3.3 Niagara 13.2 Orleans 2.1 Wyoming 2.0 PA McKean 3.0 Potter 1.0 Tot Hslds 638,300

BURLINGTON-PLATTSBURGH, VT — N.Y. Clinton 12.8 Essex 6.4 Franklin 7.7 VT Addison 4.1 Caledonia 4.7 Chittenden 18.8 Franklin 5.7 Grand Isle 0.7 Lamoille 2.7 Orange 3.6 Orleans 4.2 Rutland 10.0 Washington 9.1 Windsor 9.3 Tot Hslds 199,500

CASPER-RIVERTON, WYO — Converse 9.1 Fremont 24.7 Natrona 51.0 Sublette 1.9 Washakie 6.4 Weston 4.9 Tot Hslds 48,600

CEDAR RAPIDS-WATERLOO, IOWA — Allamakee 2.0 Benton 3.2 Black Hawk 17.5 Bremer 3.2 Buchanan 2.8 Butler 2.4 Cedar 2.4 Chickasaw 2.0 Clayton 2.9 Delaware 2.4 Fayette 3.5 Grundy 2.0 Iowa 2.2 Johnson 10.7 Jones 2.5 Keokuk 2.1 Linn 22.4 Tama 2.9 Washington 2.5 Winneshiek 2.5 WISC Grant 6.2 Tot Hslds 262,800

CHARLESTON, S.C. — Berkeley 14.7 Charleston 51.7 Colleton 6.1 Dorchester 10.0 Georgetown 7.5 Hampton 3.6 Williamsburg 6.4 Tot Hslds 162,200

CHARLESTON-HUNTINGTON, W.VA — KY Boyd 4.0 Breathitt 1.0 Carter 1.7 Elliott 0.4 Floyd 2.9 Greenup 2.5 Johnson 1.6 Knott 1.1 Lawrence 1.2 Magoffin 0.8 Martin 0.8 Morgan 0.8 Pike 4.8 OHIO Athens 3.2 Gallia 2.1 Jackson 2.2 Lawrence 4.6 Meigs 1.7 Scioto 6.2 Vinton 0.7 Washington 4.3 W.VA Boone 2.0 Braxton 1.0 Cabell 8.1 Calhoun 0.6 Clay 0.7 Jackson 1.7 Kanawha 17.2 Lincoln 1.5 Logan 3.3 Mason 1.8 Mingo 2.4 Nicholas 1.9 Putnam 2.1 Roane 1.1 Wayne 3.0 Webster 0.8 Wirt 0.4 Wyoming 2.1 Tot Hslds 482,800

CHARLOTTE, N.C. — Alexander 1.4 Anson 1.4 Burke 3.9 Cabarrus 5.2 Caldwell 3.7 Catawba 6.5 Cleveland 4.9 Gaston 9.8 Iredell 5.1 Lincoln 2.5 Mecklenburg 24.5 Mitchell 0.9 Richmond 2.7 Rowan 6.2 Stanly 3.0 Union 3.9 Watauga 1.7 S.C. Chester 1.9 Chesterfield 2.1 Lancaster 2.9 York 6.2 Tot Hslds 553,800

CHARLOTTESVILLE, VA — Albemarle 53.1 Charlottesville 46.9 Tot Hslds 32,200

CHATTANOOGA, TENN — ALA Jackson 6.9 GA Catoosa 4.7 Dade 1.5 Fannin 1.9 Murray 2.1 Walker 6.6 Whitfield 7.8 N.C. Cherokee 2.1 TENN Bledsoe 1.1 Bradley 8.1 Grundy 1.5 Hamilton 40.8 McMinn 5.2 Marion 2.8 Meigs 0.9 Polk 1.7 Rhea 3.0 Sequatchie 0.9 Tot Hslds 272,100

CHEYENNE, WYO — COLO Logan 12.5 Sedgwick 2.4 Washington 3.5 NEB Deuel 1.7 Morrill 4.0 Scotts Bluff 23.5 WYO Goshen 8.5 Laramie 43.9 Tot Hslds 57,800

CHICAGO, ILL — Cook 66.1 De Kalb 0.8 Du Page 6.3 Grundy 0.4 Iroquois 0.4 Kane 3.1 Kankakee 1.1 Kendall 0.4 Lake 4.4 La Salle 1.3 McHenry 1.6 Will 3.6 IND Jasper 0.3 Lake 6.1 La Porte 1.2 Newton 0.2 Porter 1.2 WISC Kenosha 1.5 Tot Hslds 2,871,200

CHICO-REDDING, CALIF — Butte 43.0 Glenn 6.0 Modoc 2.8 Shasta 33.1 Tehama 11.2 Trinity 3.9 Tot Hslds 126,700

CINCINNATI, OHIO — IND Dearborn 1.7 Fayette 1.4 Franklin 0.9 Ohio 0.3 Ripley 1.2 Switzerland 0.4 Union 0.4 KY Boone 1.9 Bracken 0.4 Campbell 4.1 Carroll 0.5 Gallatin 0.2 Grant 0.7 Harrison 0.8 Kenton 6.6 Lewis 0.7 Mason 0.9 Owen 0.5 Pendleton 0.6 Robertson 0.1 OHIO Adams 1.3 Brown 1.6 Butler 12.9 Clermont 5.8 Hamilton 48.0 Highland 1.7 Warren 4.4 Tot Hslds 669,300

CLARKSBURG-WESTON, W.VA — Barbour 7.5 Doddridge 3.5 Gilmer 3.5 Harrison 35.8 Lewis 8.2 Pleasants 3.1 Randolph 11.8 Ritchie 5.2 Taylor 7.3 Tucker 3.6 Upshur 10.4 Tot Hslds 79,600

CLEVELAND, OHIO — Ashland 1.1 Ashtabula 2.6 Cuyahoga 41.7 Erie 1.9 Geauga 1.7 Holmes 0.5 Huron 1.3 Lake 5.1 Lorain 6.6 Medina 2.7 Portage 3.1 Richland 3.3 Stark 9.9 Summit 14.0 Tuscarawas 2.1 Wayne 2.3 Tot Hslds 1,340,000

COLORADO SPRINGS-PUEBLO, COLO — Baca 1.1 Bent 1.2 Cheyenne 0.4 Crowley 0.5 Custer 0.3 El Paso 52.2 Fremont 5.5 Hinsdale 0.1 Huerfano 1.3 Kiowa 0.4 Las Animas 3.2 Lincoln 1.0 Mineral 0.2 Otero 4.7 Prowers 2.5 Pueblo 23.6 Teller 1.6 Tot Hslds 184,900

COLUMBIA, S.C. — Calhoun 1.8 Clarendon 4.1 Fairfield 2.9 Kershaw 5.8 Lee 2.5 Lexington 22.1 Orangeburg 12.2 Richland 36.1 Sumter 12.5 Tot Hslds 202,400

COLUMBIA-JEFFERSON CITY, MO — Audrain 6.7 Boone 21.6 Callaway 6.5 Chariton 2.8 Cole 13.2 Cooper 3.8 Howard 2.6 Maries 1.7 Miller 4.6 Moniteau 3.0 Montgomery 3.0 Morgan 3.6 Osage 2.8 Pettis 9.9 Phelps 7.6 Randolph 6.5 Tot Hslds 144,300

COLUMBUS, GA — ALA Barbour 5.5 Chambers 8.3 Lee 14.9 Randolph 4.3 Russell 9.2 GA Calhoun 1.3 Chattahoochee 1.0 Clay 0.7 Columbus 34.5 Harris 2.4 Macon 2.2 Marion 1.2 Quitman 0.4 Randolph 2.0 Schley 0.5 Stewart 1.0 Sumter 5.5 Talbot 0.9 Taylor 1.5 Terrell 2.1 Webster 0.6 Tot Hslds 163,300

COLUMBUS-TUPELO, MISS — ALA Lamar 5.1 MISS Calhoun 4.4 Chickasaw 4.7 Choctaw 2.4 Clay 5.3 Itawamba 5.0 Lee 15.7 Lowndes 13.9 Monroe 9.6 Montgomery 3.2 Noxubee 3.3 Oktibbeha 8.2 Prentiss 6.1 Tishomingo 5.0 Webster 2.9 Winston 5.3 Tot Hslds 123,800

COLUMBUS, OHIO — Coshocton 2.2 Delaware 3.2 Fairfield 5.4 Fayette 1.6 Franklin 55.0 Hocking 1.4 Knox 2.7 Licking 7.0 Logan 2.4 Madison 1.8 Marion 3.9 Morgan 0.8 Morrow 1.5 Perry 1.8 Pickaway 2.6 Pike 1.3 Ross 3.7 Union 1.8 Tot Hslds 576,400

CORPUS CHRISTI, TEX — Aransas 3.2 Bee 5.2 Brooks 1.6 Duval 2.7 Jim Hogg 1.1 Jim Wells 7.3 Kenedy 0.1 Kleberg 7.0 Nueces 57.6 Refugio 2.2 San Patricio 11.9 Tot Hslds 139,800

DALLAS-FT. WORTH, TEX — OKLA Love 0.2 TEX Anderson 1.1 Bosque 0.5 Collin 3.5 Comanche 0.4 Cooke 0.8 Dallas 44.6 Delta 0.1 Denton 3.1 Ellis 1.6 Erath 0.7 Fannin 0.8 Franklin 0.2 Freestone 0.4 Grayson 2.8 Hamilton 0.3 Henderson 1.1 Hill 0.8 Hood 0.4 Hopkins 0.7 Hunt 1.6 Jack 0.2 Johnson 2.0 Kaufman 1.1 Lamar 1.2 Navarro 1.0 Palo Pinto 0.8 Parker 1.1 Rains 0.2 Rockwall 0.3 Somervell 0.2 Stephens 0.3 Tarrant 23.7 Van Zandt 0.9 Wise 0.7 Wood 0.7 Tot Hslds 1,205,000

DAVENPORT-ROCK ISLAND-MOLINE, IOWA — ILL Bureau 4.4 Carroll 2.3 Henderson 1.2 Henry 6.9 Jo Daviess 2.5 Knox 7.4 Lee 3.7 Mercer 2.2 Rock Island 19.5 Warren 2.5 Whiteside 7.3 IOWA Clinton 6.6 Des Moines 5.5 Henry 2.2 Jackson 2.5 Louisa 1.4 Muscatine 4.6 Scott 17.4 Tot Hslds 306,900

DAYTON, OHIO — IND Wayne 6.0 OHIO Auglaize 3.2 Champaign 2.6 Clark 11.7 Clinton 2.5 Darke 4.2 Greene 9.2 Miami 7.2 Montgomery 47.4 Preble 2.9 Shelby 3.0 Tot Hslds 438,400

DENVER, COLO — Adams 9.9 Arapahoe 11.9 Boulder 8.6 Chaffee 0.6 Clear Creek 0.3 Denver 26.8 Douglas 1.0 Eagle 0.6 Elbert 0.3 Garfield 1.2 Gilpin 0.1 Grand 0.4 Gunnison 0.4 Jackson 0.1 Jefferson 15.9 Kit Carson 0.4 Lake 0.4 Larimer 6.2 Moffat 0.5 Morgan 1.0 Park 0.3 Phillips 0.3 Pitkin 0.6 Rio Blanco 0.3 Routt 0.6 Summit 0.3 Weld 5.1 Yuma 0.5 NEB Cheyenne 0.5 Dawes 0.4 Keith 0.5 Kimball 0.3 WYO Albany 1.3 Campbell 1.0 Carbon 1.0 Johnson 0.3 Platte 0.5 Tot Hslds 770,700

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

S MOINES, IOWA — Adair 1.1 Appanoose 1.8 Audubon 1.0 one 2.8 Calhoun 1.5 Carroll 2.2 Clarke 1.0 Dallas 3.1 Decatur Greene 1.4 Guthrie 1.5 Hamilton 1.9 Hardin 2.4 Humboldt 1.2 sper 3.9 Lucas 1.3 Madison 1.5 Mahaska 2.4 Marion 3.0 rshall 4.4 Monroe 1.0 Polk 31.8 Poweshiek 2.1 Ringgold 0.8 ry 6.7 Union 1.6 Wapello 4.5 Warren 3.2 Wayne 1.2 Webster Wright 1.7 MO.: Mercer 0.5 Tot. Hslds.: 343,900

ROIT, MICH — Lapeer 1.3 Livingston 1.9 Macomb 13.8 nroe 2.7 Oakland 20.5 St. Clair 2.9 Washtenaw 5.4 Wayne Tot. Hslds.: 1,614,700

THAN, ALA — Coffee 17.7 Dale 20.4 Geneva 12.4 Henry 7.4 uston 36.4 GA.: Early 5.8 Tot. Hslds.: 74,200

JBUQUE, IOWA — Dubuque 100.0 Tot. Hslds.: 28,500

LUTH-SUPERIOR, MINN — MICH.: Gogebic 4.7 MINN.: Aitkin Carlton 5.9 Cook 0.9 Itasca 8.4 Koochiching 3.8 Lake 2.7 St. uis 46.7 WISC.: Ashland 3.6 Bayfield 3.0 Douglas 9.8 Iron 1.6 wyer 2.9 Washburn 2.9 Tot. Hslds.: 173,300

CENTRO-YUMA, CALIF. — ARIZ.: Yuma 44.3 CALIF.: Imperial Tot. Hslds.: 55,500

PASO, TEX — N.M.: Dona Ana 15.1 Luna 3.0 Otero 7.3 TEX.: lberson 0.6 El Paso 73.5 Hudspeth 0.5 Tot. Hslds.: 182,900

LMIRA, N.Y. — Chemung 41.1 Steuben 43.1 PA.: Tioga 15.9 Tot. Hslds.: 85,000

ERIE, PA — Crawford 21.8 Erie 66.7 Warren 11.4 Tot. Hslds.: 133,700

EUGENE, ORE — Coos 15.2 Douglas 20.6 Lane 64.2 Tot. Hslds.: 151,600

EUREKA, CALIF. — Del Norte 12.2 Humboldt 76.4 ORE.: Curry 11.4 Tot. Hslds.: 54,200

EVANSVILLE, IND — ILL.: Edwards 1.5 Wabash 2.5 Wayne 3.3 White 3.1 IND.: Dubois 4.5 Gibson 5.2 Perry 2.6 Pike 2.3 Posey 3.6 Spencer 2.6 Vanderburgh 25.5 Warrick 5.9 KY.: Daviess 12.3 Hancock 1.1 Henderson 6.1 Hopkins 7.6 McLean 1.9 Ohio 3.6 Union 2.5 Webster 2.6 Tot. Hslds.: 224,400

FARGO, N.D — MINN.: Becker 5.2 Clay 7.8 Clearwater 1.6 Kittson 1.1 Lake of the Woods 0.7 Mahnomen 1.0 Marshall 2.5 Norman 1.9 Otter Tail 9.3 Pennington 2.7 Polk 6.2 Red Lake 0.8 Roseau 2.1 Wilkin 1.3 N.D.: Barnes 2.4 Benson 1.3 Cass 14.6 Cavalier 1.4 Eddy 0.6 Foster 0.7 Grand Forks 10.4 Griggs 0.8 La Moure Nelson 1.0 Pembina 1.8 Ramsey 2.2 Ransom 1.3 Richland 1.3 Sargent 1.0 Steele 0.7 Stutsman 4.1 Towner 0.7 Traill 1.7 Walsh 2.7 Wells 1.2 Tot. Hslds.: 203,700

FARMINGTON, N.M — San Juan 100.0 Tot. Hslds.: 25,000

FLAGSTAFF, ARIZ — Coconino 100.0 Tot. Hslds.: 22,200

FLINT-SAGINAW-BAY CITY, MICH. — Arenac 1.1 Bay 9.3 Clare 2.1 Genesee 36.4 Gladwin 1.5 Gratiot 3.1 Huron 2.9 Iosco 2.5 Isabella 3.7 Midland 5.4 Ogemaw 1.4 Saginaw 17.4 Sanilac 3.4 Shiawassee 5.7 Tuscola 4.2 Tot. Hslds.: 427,300

FLORENCE, S.C — Darlington 23.1 Dillon 11.0 Florence 41.1 Marion 13.4 Marlboro 11.5 Tot. Hslds.: 80,100

FT. MYERS-NAPLES, FLA — Charlotte 16.7 Collier 20.7 Glades 5 Hendry 4.2 Lee 56.9 Tot. Hslds.: 142,100

FT. SMITH, ARK — Crawford 10.7 Franklin 4.3 Scott 3.1 Sebastian 29.9 Washington 30.0 OKLA.: Le Flore 12.9 Sequoyah 9.1 Tot. Hslds.: 114,000

FT. WAYNE, IND — Adams 4.2 Allen 47.3 De Kalb 4.5 Huntington 8 Noble 5.4 Steuben 4.1 Wabash 6.0 Wells 4.0 Whitley 4.2 OHIO: Mercer 5.8 Paulding 3.2 Van Wert 5.2 Tot. Hslds.: 209,800

FRESNO, CALIF — Fresno 49.1 Kings 7.1 Madera 5.7 Mariposa 1.2 Merced 12.9 Tulare 23.9 Tot. Hslds.: 338,900

GAINESVILLE, FLA — Alachua 81.4 Dixie 4.2 Gilchrist 3.8 Levy 10.6 Tot. Hslds.: 57,400

GRAND JUNCTION, COLO — Delta 18.1 Mesa 60.0 Montrose 17.0 Ouray 1.8 San Juan 0.7 San Miguel 2.4 Tot. Hslds.: 45,200

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH — Allegan 4.7 Barry 2.8 Branch 2.5 Calhoun 9.5 Ionia 3.0 Kalamazoo 13.5 Kent 28.1 Mecosta 2.2 Montcalm 3.1 Muskegon 10.1 Newaygo 2.1 Oceana 1.4 Ottawa 9.0 St. Joseph 3.1 Van Buren 4.2 Tot. Hslds.: 530,600

GREAT FALLS, MONT. — Blaine 4.0 Cascade 45.3 Chouteau 4.1 Fergus 7.5 Glacier 5.3 Hill 9.5 Judith Basin 1.5 Liberty 1.0 Meagher 1.3 Phillips 3.1 Pondera 3.7 Teton 3.7 Toole 3.4 Valley 6.7 Tot. Hslds.: 68,200

GREEN BAY, WISC. — MICH.: Alger 1.0 Delta 4.3 Dickinson 3.0 Menominee 2.9 Schoolcraft 1.0 WISC.: Brown 17.0 Calumet 2.7 Door 2.7 Fond du Lac 8.8 Green Lake 2.0 Kewaunee 2.0 Manitowoc 8.6 Marinette 4.2 Menominee 0.2 Oconto 3.1 Outagamie 12.6 Shawano 3.9 Waupaca 4.6 Waushara 1.8 Winnebago 13.6 Tot. Hslds.: 335,000

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C. — Alamance 8.4 Alleghany 0.9 Ashe 1.8 Caswell 1.5 Davidson 8.6 Davie 1.9 Forsyth 20.0 Guilford 25.6 Montgomery 1.6 Randolph 7.4 Rockingham 6.5 Stokes 2.5 Surry 4.9 Wilkes 4.7 Yadkin 2.4 VA.: Patrick 1.4 Tot. Hslds.: 423,000

GREENVILLE-NEW BERN-WASHINGTON, N.C. — Beaufort 7.3 Bertie 3.6 Carteret 7.1 Craven 11.3 Duplin 7.1 Edgecombe 9.3 Greene 2.3 Hyde 1.0 Jones 1.7 Lenoir 10.4 Martin 4.3 Onslow 16.0 Pamlico 2.0 Pitt 13.7 Tyrrell 0.7 Washington 2.3 Tot. Hslds.: 192,200

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C. — GA.: Elbert 1.2 Franklin 0.9 Hart 1.1 Madison 1.0 Stephens 1.6 N.C.: Buncombe 11.1 Graham 0.4 Haywood 3.1 Henderson 3.8 Jackson 1.5 McDowell 2.3 Macon 1.4 Madison 1.1 Polk 0.9 Rutherford 3.5 Swain 0.7 Transylvania 1.4 Yancey 1.0 S.C.: Abbeville 1.5 Anderson 8.3 Cherokee 2.8 Greenville 17.9 Greenwood 3.5 Laurens 3.1 Newberry 2.0 Oconee 3.2 Pickens 4.4 Spartanburg 13.0 Union 2.1 Tot. Hslds.: 533,700

GREENWOOD-GREENVILLE, MISS. — Bolivar 30.9 Carroll 5.9 Leflore 29.3 Sunflower 21.4 Tallahatchie 12.4 Tot. Hslds.: 44,300

HARRISBURG-YORK-LANCASTER-LEBANON, PA. — Adams 4.4 Cumberland 13.2 Dauphin 18.2 Juniata 1.3 Lancaster 26.5 Lebanon 7.5 Mifflin 3.4 Perry 2.6 York 22.7 Tot. Hslds.: 468,800

HARRISONBURG, VA. — Harrisonburg 18.6 Rockingham 54.5 W.VA.: Grant 9.0 Hardy 10.1 Pendleton 7.8 Tot. Hslds.: 34,500

HARTFORD-NEW HAVEN, CONN — Hartford 41.7 Litchfield 8.0 Middlesex 6.3 New Haven 39.0 Tolland 5.1 Tot. Hslds.: 691,800

HELENA, MONT. — Lewis and Clark 100.0 Tot. Hslds.: 15,500

HOUSTON, TEX — Austin 0.6 Brazoria 4.3 Calhoun 0.5 Chambers 0.5 Colorado 0.6 Fort Bend 2.5 Galveston 6.4 Grimes 0.4 Harris 74.3 Jackson 0.4 Liberty 1.4 Matagorda 1.0 Montgomery 3.2 Polk 0.6 San Jacinto 0.3 Walker 0.8 Waller 0.5 Washington 0.7 Wharton 1.1 Tot. Hslds.: 1,131,400

HUNTSVILLE-DECATUR-FLORENCE, ALA. — Colbert 8.2 De Kalb 8.5 Franklin 4.6 Lauderdale 12.5 Lawrence 4.4 Limestone 6.4 Madison 27.0 Marshall 10.4 Morgan 14.0 TENN.: Lincoln 4.0 Tot. Hslds.: 223,800

IDAHO FALLS-POCATELLO, IDA. — Bannock 23.9 Bingham 12.5 Bonneville 23.2 Butte 1.0 Cassia 7.2 Clark 0.6 Custer 1.5 Fremont 4.0 Jefferson 5.6 Madison 4.8 Minidoka 7.7 Power 2.4 Teton 0.8 WYO.: Lincoln 4.5 Tot. Hslds.: 86,900

INDIANAPOLIS, IND — Bartholomew 2.7 Benton 0.5 Blackford 0.7 Boone 1.6 Brown 0.5 Carroll 0.8 Cass 1.8 Clinton 1.4 Decatur 1.1 Delaware 5.5 Fountain 0.8 Grant 3.7 Hamilton 3.6 Hancock 1.9 Hendricks 2.9 Henry 2.4 Howard 4.0 Jay 1.1 Jennings 0.8 Johnson 3.2 Madison 6.3 Marion 35.2 Miami 1.7 Monroe 4.7 Montgomery 1.6 Morgan 2.1 Owen 0.7 Putnam 1.2 Randolph 1.3 Rush 0.9 Shelby 1.8 Tipton 0.7 Warren 0.3 White 1.0 Tot. Hslds.: 772,200

JACKSON, MISS — Adams 4.8 Attala 2.6 Claiborne 1.3 Copiah 3.2 Franklin 1.1 Hinds 40.3 Holmes 2.6 Humphreys 1.5 Issaquena 0.3 Jefferson 1.0 Jefferson Davis 1.6 Lawrence 1.5 Leake 2.4 Lincoln 3.5 Madison 3.8 Pike 4.6 Rankin 7.2 Scott 2.8 Sharkey 0.9 Simpson 2.7 Smith 1.5 Warren 6.4 Washington 8.5 Yazoo 3.4 Tot. Hslds.: 260,900

JACKSON, TENN — Hardin 18.5 Henderson 18.5 Madison 63.0 Tot. Hslds.: 40,500

JACKSONVILLE, FLA — Baker 1.1 Bradford 1.7 Clay 5.8 Columbia 3.2 Duval 59.6 Nassau 3.2 Putnam 4.4 St. Johns 4.9 Suwannee 2.1 Union 0.7 GA.: Brantley 0.5 Camden 1.1 Charlton 0.6 Clinch 0.6 Glynn 4.9 Pierce 1.1 Ware 3.9 Tot. Hslds.: 335,600

JOHNSTOWN-ALTOONA, PA — Bedford 5.9 Blair 18.2 Cambria 24.2 Cameron 1.0 Centre 12.7 Clearfield 10.6 Clinton 4.9 Elk 4.4 Forest 0.7 Fulton 1.6 Huntingdon 4.9 Somerset 11.0 Tot. Hslds.: 269,400

JONESBORO, ARK. — Clay 11.4 Craighead 34.0 Greene 17.5 Lawrence 11.7 Randolph 9.9 Sharp 7.7 MO.: Ripley 7.7 Tot. Hslds.: 67,400

JOPLIN-PITTSBURG, MO — ARK.: Benton 15.0 KANS.: Allen 3.8 Bourbon 4.4 Cherokee 5.3 Crawford 9.3 Labette 6.4 Neosho 4.4 Wilson 3.1 Woodson 1.1 MO.: Barton 2.8 Jasper 20.0 McDonald 3.5 Newton 8.6 Vernon 4.3 OKLA.: Ottawa 8.0 Tot. Hslds.: 165,200

KANSAS CITY, MO — KANS.: Anderson 0.5 Atchison 1.0 Brown 0.7 Doniphan 0.5 Douglas 3.3 Franklin 1.2 Jefferson 0.7 Johnson 12.6 Leavenworth 2.6 Linn 0.5 Miami 1.1 Riley 2.8 Wyandotte 9.4 MO.: Andrew 0.8 Bates 0.9 Caldwell 0.5 Carroll 0.7 Cass 2.4 Clay 6.9 Clinton 0.8 Daviess 0.5 De Kalb 0.4 Grundy 0.6 Henry 1.1 Jackson 37.2 Johnson 1.7 Lafayette 1.6 Linn 0.9 Livingston 0.9 Platte 2.1 Ray 1.1 St. Clair 0.6 Saline 1.2 Tot. Hslds.: 693,700

KNOXVILLE, TENN — KY.: Bell 1.3 Harlan 3.8 Knox 2.6 Laurel 3.1 McCreary 1.3 Wayne 1.5 Whitley 3.0 TENN.: Anderson 6.3 Blount 7.4 Campbell 3.2 Claiborne 2.5 Cocke 2.6 Cumberland 2.5 Fentress 1.2 Grainger 1.6 Hamblen 4.3 Hancock 0.6 Jefferson 2.8 Knox 29.4 Loudon 2.7 Monroe 2.5 Morgan 1.4 Roane 4.4 Scott 1.5 Sevier 3.6 Union 1.0 Tot. Hslds.: 367,600

LA CROSSE-EAU CLAIRE, WISC — MINN.: Houston 4.1 Winona 10.7 WISC.: Buffalo 3.3 Chippewa 11.0 Crawford 3.9 Eau Claire 17.8 Jackson 4.0 La Crosse 21.4 Monroe 8.0 Rusk 3.6 Trempealeau 6.1 Vernon 6.2 Tot. Hslds.: 146,000

LAFAYETTE, IND — Tippecanoe 100.0 Tot. Hslds.: 37,500

LAFAYETTE, LA — Acadia 10.7 Allen 4.1 Evangeline 6.8 Iberia 13.0 Jefferson Davis 6.2 Lafayette 27.3 St. Landry 15.7 St. Martin 6.6 Vermilion 9.6 Tot. Hslds.: 160,300

LAKE CHARLES, LA. — Beauregard 14.0 Calcasieu 81.4 Cameron 4.6 Tot. Hslds.: 65,600

LANSING, MICH. — Clinton 8.8 Eaton 13.8 Hillsdale 7.2 Ingham 45.4 Jackson 24.8 Tot. Hslds.: 208,700

LAREDO, TEX. — Webb 92.3 Zapata 7.7 Tot. Hslds.: 27,400.

LAS VEGAS, NEV. — Clark 99.1 Lincoln 0.9 Tot. Hslds.: 147,200

LAUREL-HATTIESBURG, MISS. — Covington 6.2 Forrest 28.7 Jasper 6.8 Jones 27.5 Lamar 8.7 Marion 10.5 Perry 4.2 Wayne 7.4 Tot. Hslds.: 76,000

LEXINGTON, KY — Anderson 1.8 Bath 1.4 Bourbon 3.1 Boyle 3.6 Casey 2.1 Clark 4.1 Clay 2.7 Estill 2.0 Fayette 28.5 Fleming 1.8 Garrard 1.5 Jackson 1.4 Jessamine 3.7 Lee 1.1 Lincoln 2.7 Madison 6.7 Menifee 0.6 Mercer 2.8 Montgomery 2.7 Nicholas 1.1 Owsley 0.7 Perry 3.8 Powell 1.3 Pulaski 8.8 Rockcastle 1.8 Rowan 2.0 Russell 1.8 Scott 3.0 Wolfe 0.9 Woodford 2.5 Tot. Hslds.: 235,600

LIMA, OHIO — Allen 100.0 Tot. Hslds.: 36,500

LINCOLN-HASTINGS-KEARNEY, NEB. — KANS.: Cloud 2.1 Jewell 1.0 Phillips 1.3 Republic 1.4 Smith 1.0 Washington 1.6 NEB.: Adams 4.7 Antelope 1.4 Boone 1.2 Brown 0.6 Buffalo 4.7 Chase 0.7 Clay 1.3 Custer 2.2 Dawson 3.5 Fillmore 1.3 Franklin 0.8 Frontier 0.5 Furnas 1.1 Gage 3.4 Garfield 0.5 Gosper 0.4 Greeley 0.5 Hall 7.3 Hamilton 1.4 Harlan 0.8 Hayes 0.2 Holt 1.9 Howard 1.1 Jefferson 1.7 Kearney 1.1 Lancaster 28.1 Loup 0.2 Merrick 1.3 Nance 0.7 Nuckolls 1.0 Perkins 0.5 Phelps 1.6 Platte 4.0 Polk 1.0 Rock 0.3 Saline 2.1 Sherman 0.7 Thayer 1.4 Valley 0.9 Webster 0.9 Wheeler 0.1 York 2.3 Tot. Hslds.: 243,700

LITTLE ROCK, ARK. — Arkansas 2.0 Bradley 1.1 Calhoun 0.4 Clark 1.9 Cleburne 1.4 Cleveland 0.7 Conway 2.2 Dallas 0.8 Desha 1.5 Drew 1.3 Faulkner 3.1 Garland 6.6 Grant 1.2 Hot Spring 2.1 Independence 2.5 Izard 1.0 Jackson 1.9 Jefferson 6.8 Johnson 1.5 Lincoln 0.9 Logan 1.7 Lonoke 2.9 Monroe 1.2 Montgomery 0.6 Nevada 0.9 Ouachita 2.5 Perry 0.7 Pike 0.8 Polk 1.4 Pope 3.2 Prairie 0.9 Pulaski 29.2 Saline 3.9 Searcy 0.8 Stone 0.7 Van Buren 1.0 White 4.2 Woodruff 0.9 Yell 1.5 Tot. Hslds.: 415,300

LOS ANGELES, CALIF — Inyo 0.2 Kern (eastern portion) 0.5 Los Angeles 66.7 Orange 17.0 Riverside (western portion) 4.4 San Bernardino 7.2 Ventura 4.1 Tot. Hslds.: 4,220,800

LOUISVILLE, KY. — IND.: Clark 6.2 Crawford 0.7 Floyd 4.3 Harrison 1.8 Jackson 2.5 Jefferson 1.9 Lawrence 3.1 Orange 1.3 Scott 1.3 Washington 1.4 KY.: Breckinridge 1.2 Bullitt 2.6 Franklin 2.9 Grayson 1.5 Green 0.8 Hardin 4.2 Hart 1.2 Henry 0.9 Jefferson 49.3 Larue 0.9 Marion 1.0 Meade 1.3 Nelson 1.6 Oldham 1.6 Shelby 1.5 Spencer 0.4 Taylor 1.4 Trimble 0.4 Washington 0.7 Tot. Hslds.: 484,900

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LUBBOCK, TEX. — **N.M.:** De Baca 0.8 Roosevelt 4.5 **TEX.:** Bailey 1.9 Borden 0.4 Cochran 1.0 Crosby 2.1 Dawson 4.0 Dickens 1.0 Floyd 2.7 Gaines 2.7 Garza 1.4 Hale 8.5 Hockley 5.1 Kent 0.3 Lamb 3.4 Lubbock 51.4 Lynn 2.3 Motley 0.5 Terry 3.3 Yoakum 1.9 Tot. Hslds.: 139,600.

MACON, GA. — Bibb 36.4 Bleckley 2.9 Crawford 1.3 Dodge 4.4 Dooly 2.6 Houston 18.2 Jones 4.1 Laurens 9.2 Peach 4.8 Pulaski 2.3 Treutlen 1.6 Twiggs 1.8 Washington 4.5 Wheeler 1.4 Wilcox 2.0 Wilkinson 2.4 Tot. Hslds.: 112,600.

MADISON, WISC. — Columbia 9.7 Dane 67.4 Green 5.5 Iowa 3.5 Juneau 4.0 Lafayette 3.1 Marquette 2.1 Richland 3.2 Sauk 7.7 Tot. Hslds.: 189,600.

MANKATO, MINN. — **IOWA:** Emmet 13.0 **MINN.:** Blue Earth 45.4 Cottonwood 15.8 Martin 25.7 Tot. Hslds.: 36,800.

MARQUETTE, MICH. — Baraga 7.4 Houghton 25.0 Iron 11.9 Keweenaw 2.2 Marquette 45.1 Ontonagon 7.6 **WISC.:** Florence 2.6 Tot. Hslds.: 53,700.

McALLEN-BROWNSVILLE, TEX. — Cameron 41.9 Hidalgo 50.7 Starr 4.0 Willacy 4.1 Tot. Hslds.: 130,700.

MEDFORD, ORE. — **CALIF.:** Siskiyou 11.5 **ORE.:** Jackson 41.8 Josephine 20.1 Klamath 20.1 Lake 2.4 Tot. Hslds.: 110,400.

MEMPHIS, TENN. — **ARK.:** Crittenden 2.7 Cross 1.1 Lee 0.9 Mississippi 3.8 Phillips 2.2 Poinsett 1.7 St. Francis 1.8 **MISS.:** Alcorn 2.1 Benton 0.4 Coahoma 2.2 De Soto 2.8 Grenada 1.1 Lafayette 1.6 Marshall 1.1 Panola 1.5 Pontotoc 1.1 Quitman 0.7 Tate 1.1 Tippah 1.1 Tunica 0.6 Union 1.1 Yalobusha 0.8 **MO.:** Dunklin 2.5 Pemiscot 1.6 **TENN.:** Chester 0.8 Crockett 0.9 Dyer 2.2 Fayette 1.1 Gibson 3.2 Hardeman 1.2 Haywood 1.2 Lauderdale 1.4 McNairy 1.4 Shelby 46.4 Tipton 1.9 Tot. Hslds.: 557,900.

MERIDIAN, MISS. — **ALA.:** Choctaw 9.1 Marengo 12.1 Sumter 7.6 **MISS.:** Clarke 9.1 Kemper 4.5 Lauderdale 37.5 Neshoba 11.5 Newton 9.5 Tot. Hslds.: 61,200.

MIAMI, FLA. — Broward 39.1 Dade 59.0 Monroe 1.9 Tot. Hslds.: 863,600.

MILES CITY-GLENDIVE, MONT. — Custer 45.1 Dawson 36.6 Fallon 12.1 Prairie 5.7 Tot. Hslds.: 10,600.

MILWAUKEE, WISC. — Dodge 5.0 Jefferson 4.4 Milwaukee 51.5 Ozaukee 3.3 Racine 9.4 Sheboygan 5.5 Walworth 3.8 Washington 4.2 Waukesha 13.4 Tot. Hslds.: 863,700.

MINNEAPOLIS-ST. PAUL, MINN. — Anoka 6.1 Benton 0.7 Brown 1.0 Carver 1.2 Chippewa 0.6 Chisago 0.8 Dakota 6.1 Goodhue 1.4 Hennepin 33.4 Isanti 0.7 Kanabec 0.5 Kandiyohi 1.2 Le Sueur 0.8 Lyon 0.8 McLeod 1.0 Meeker 0.8 Mille Lacs 0.7 Morrison 0.9 Nicollet 0.9 Pine 0.7 Ramsey 15.8 Redwood 0.7 Renville 0.7 Rice 1.4 Scott 1.4 Sherburne 1.0 Sibley 0.5 Stearns 3.2 Steele 1.1 Wabasha 0.7 Waseca 0.6 Washington 3.5 Watonwan 0.5 Wright 1.7 Yellow Medicine 0.5 **WISC.:** Barron 1.4 Burnett 0.4 Dunn 1.1 Pepin 0.3 Pierce 1.0 Polk 1.1 St. Croix 1.3 Tot. Hslds.: 1,011,100.

MINOT-BISMARCK-DICKINSON, N.D. — **MONT.:** Daniels 1.1 McCone 0.7 Richland 1.7 Roosevelt 2.0 Sheridan 1.1 Wibaux 0.6 **N.D.:** Adams 1.1 Billings 0.4 Bottineau 2.1 Burke 1.1 Burleigh 14.4 Divide 1.1 Dunn 1.1 Emmons 1.6 Golden Valley 0.6 Grant 1.1 Hettinger 1.3 Kidder 0.9 Logan 1.1 McHenry 2.1 McIntosh 1.5 McKenzie 1.4 McLean 3.6 Mercer 2.4 Morton 6.5 Mountrail 2.1 Oliver 0.7 Pierce 1.7 Renville 1.1 Rolette 2.5 Sheridan 0.8 Sioux 0.8 Slope 0.3 Stark 4.7 Ward 15.1 Williams 5.5 **S.D.:** Campbell 0.8 Corson 1.2 Dewey 1.6 McPherson 1.3 Perkins 1.4 Walworth 2.0 Tot. Hslds.: 126,700.

MISSOULA-BUTTE, MONT. — **IDA.:** Lemhi 2.2 **MONT.:** Beaverhead 3.1 Broadwater 1.1 Deer Lodge 4.3 Flathead 16.4 Gallatin 13.8 Granite 0.8 Jefferson 2.4 Lake 6.1 Madison 2.2 Mineral 1.5 Missoula 25.1 Powell 2.4 Ravalli 7.4 Silver Bow 15.7 Tot. Hslds.: 111,100.

MOBILE-PENSACOLA, ALA. — Baldwin 7.2 Clarke 2.7 Conecuh 1.5 Escambia 3.4 Mobile 37.4 Monroe 2.1 Washington 1.6 **FLA.:** Escambia 21.1 Okaloosa 8.5 Santa Rosa 4.9 **MISS.:** George 1.3 Greene 0.8 Jackson 10.2 Tot. Hslds.: 338,500.

MONROE-EL DORADO, LA. — **ARK.:** Ashley 5.1 Chicot 3.3 Union 10.2 **LA.:** Caldwell 2.2 Catahoula 2.3 Concordia 3.9 East Carroll 2.1 Franklin 4.6 Jackson 3.6 La Salle 3.3 Lincoln 6.8 Madison 2.9 Morehouse 8.1 Ouachita 27.1 Richland 4.2 Tensas 1.5 Union 5.2 West Carroll 2.7 Winn 3.6 Tot. Hslds.: 163,600.

MONTGOMERY, ALA. — Autauga 5.2 Bullock 2.4 Butler 4.1 Covington 8.6 Crenshaw 3.6 Elmore 8.5 Lowndes 2.6 Macon 5.1 Montgomery 47.1 Pike 5.2 Tallapoosa 8.4 Wilcox 2.8 Tot. Hslds.: 136,500.

NASHVILLE, TENN. — **KY.:** Allen 0.8 Barren 1.8 Butler 0.6 Christian 3.5 Clinton 0.5 Cumberland 0.4 Edmonson 0.5 Logan 1.1 Metcalfe 0.5 Monroe 0.7 Muhlenberg 2.0 Simpson 0.9 Todd 0.7 Trigg 0.6 **TENN.:** Bedford 1.6 Benton 0.8 Cannon 0.6 Carroll 1.7 Cheatham 1.0 Clay 0.4 Coffee 2.1 Davidson 27.4 Decatur 0.6 De Kalb 0.8 Dickson 1.7 Franklin 1.7 Giles 1.4 Henry 1.8 Hickman 0.9 Houston 0.4 Humphreys 0.9 Jackson 0.6 Lawrence 2.0 Lewis 0.6 Macon 0.9 Marshall 1.1 Maury 2.8 Montgomery 4.2 Moore 0.3 Overton 1.0 Perry 0.4 Pickett 0.2 Putnam 2.5 Robertson 1.9 Rutherford 4.2 Smith 0.9 Stewart 0.5 Sumner 4.6 Trousdale 0.3 Van Buren 0.2 Warren 1.9 Wayne 0.8 White 1.2 Williamson 2.9 Wilson 3.1 Tot. Hslds.: 605,600.

NEW ORLEANS, LA. — Jefferson 26.3 Lafourche 4.5 Orleans 38.6 Plaquemines 1.4 St. Bernard 3.7 St. Charles 1.9 St. James 0.9 St. John the Baptist 1.4 St. Tammany 5.9 Tangipahoa 4.4 Terrebonne 4.8 Washington 2.7 **MISS.:** Hancock 1.2 Pearl River 1.8 Walthall 0.8 Tot. Hslds.: 539,500.

NEW YORK, N.Y. — **CONN.:** Fairfield 4.3 **N.J.:** Bergen 4.6 Essex 4.5 Hudson 3.2 Hunterdon 0.4 Middlesex 2.8 Monmouth 2.4 Morris 1.9 Ocean 1.8 Passaic 2.5 Somerset 1.3 Sussex 0.5 Union 2.7 Warren 0.5 **N.Y.:** Bronx 7.2 Dutchess 1.2 Kings 13.2 Nassau 6.7 New York (Manhattan) 10.5 Orange 1.1 Putnam 0.4 Queens 11.9 Richmond 1.2 Rockland 1.1 Suffolk 5.9 Sullivan 0.4 Ulster 0.8 Westchester 4.4 **PA.:** Pike 0.1 Tot. Hslds.: 6,579,700.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA. — **N.C.:** Camden 0.4 Chowan 0.9 Currituck 0.8 Dare 0.9 Gates 0.6 Hertford 1.6 Northampton 1.5 Pasquotank 2.2 Perquimans 0.6 **VA.:** Accomack 2.7 Chesapeake 7.9 Franklin city 0.6 Gloucester 1.5 Hampton 9.2 Isle of Wight 1.5 James City 1.4 Mathews 0.7 Middlesex 0.6 Newport News 10.6 Norfolk 19.0 Northampton 1.3 Poquoson 0.7 Portsmouth 8.2 Southampton 1.4 Suffolk 3.4 Surry 0.4 Virginia Beach 16.1 Williamsburg 0.7 York 2.1 Tot. Hslds.: 461,000.

NORTH PLATTE, NEB. — Arthur 1.1 Blaine 2.2 Cherry 13.7 Hooker 2.7 Lincoln 75.8 Logan 2.2 McPherson 1.1 Thomas 1.6 Tot. Hslds.: 18,200.

ODESSA-MIDLAND, TEX. — **N.M.:** Lea (southern portion) 2.2 **TEX.:** Andrews 3.7 Brewster 2.3 Crane 1.4 Crockett 1.4 Ector 34.0 Glasscock 0.1 Howard 10.3 Jeff Davis 0.5 Loving 0.1 Martin 1.3 Midland 27.6 Pecos 4.0 Presidio 1.1 Reagan 1.1 Reeves 4.0 Terrell 0.4 Upton 1.4 Ward 3.7 Winkler 3.1 Tot. Hslds.: 113,800.

OKLAHOMA CITY, OKLA. — Alfalfa 0.7 Beckham 1.5 Blaine 1.0 Caddo 2.4 Canadian 3.6 Cleveland 7.6 Custer 1.8 Dewey 0.5 Ellis 0.4 Garfield 4.9 Garvin 2.2 Grady 3.0 Grant 0.7 Greer 0.7 Harper 0.3 Hughes 1.2 Kay 4.1 Kingfisher 1.2 Lincoln 1.8 Logan 1.8 McClain 1.6 Major 0.7 Murray 0.8 Noble 0.9 Oklahoma 41.2 Payne 4.2 Pottawatomie 3.9 Seminole 2.2 Washita 1.1 Woods 0.8 Woodward 1.4 Tot. Hslds.: 520,800.

OMAHA, NEB. — **IOWA:** Adams 0.8 Cass 2.0 Crawford 2.1 Fremont 1.1 Harrison 1.8 Mills 1.5 Montgomery 1.6 Page 2.4 Pottawattamie 9.9 Shelby 1.6 Taylor 1.0 **MO.:** Atchison 1.0 **NEB.:** Burt 1.0 Butler 1.0 Cass 2.2 Colfax 1.2 Cuming 1.3 Dodge 3.9 Douglas 44.9 Johnson 0.6 Nemaha 0.9 Otoe 1.8 Pawnee 0.4 Richardson 1.4 Sarpy 7.4 Saunders 2.1 Seward 1.6 Stanton 0.7 Washington 1.8 Tot. Hslds.: 327,200.

ORLANDO-DAYTONA BEACH, FLA. — Brevard 17.4 Flagler 0.6 Lake 7.5 Marion 7.7 Orange 31.9 Osceola 3.3 Seminole 11.4 Sumter 1.5 Volusia 18.5 Tot. Hslds.: 497,000.

OTTUMWA-KIRKSVILLE, IOWA — Davis 11.8 Jefferson 19.1 Van Buren 11.8 **MO.:** Adair 30.2 Putnam 7.7 Schuyler 6.9 Sullivan 10.4 Tot. Hslds.: 28,800.

PADUCAH-CAPE GIRARDEAU-HARRISBURG, KY. — **ILL.:** Alexander 1.7 Franklin 6.1 Gallatin 2.9 Hamilton 1.3 Hardin 0.7 Jackson 6.2 Johnson 1.2 Massac 2.0 Pope 0.6 Pulaski 1.2 Saline 4.8 Union 2.1 Williamson 7.2 **KY.:** Ballard 1.2 Caldwell 1.7 Calloway 3.6 Carlisle 0.8 Crittenden 1.3 Fulton 1.2 Graves 4.3 Hickman 0.7 Livingston 1.2 Lyon 0.7 McCracken 7.9 Marshall 3.1 **MO.:** Bollinger 1.3 Butler 4.8 Cape Girardeau 6.5 Carter 0.6 Mississippi 1.9 New Madrid 2.5 Scott 4.5 Stoddard 3.7 Wayne 1.4 **TENN.:** Lake 0.8 Obion 4.6 Weakley 3.6 Tot. Hslds.: 296,700.

PALM SPRINGS, CALIF. — Riverside (central portion) 100.0 Tot. Hslds.: 51,300.

PANAMA CITY, FLA. — Bay 44.6 Calhoun 4.1 Franklin 3.6 Gulf 4.6 Holmes 7.1 Jackson 17.7 Liberty 2.2 Walton 8.5 Washington 6.5 Tot. Hslds.: 75,800.

PARKERSBURG, W.VA. — Wood 100.0 Tot. Hslds.: 32,800.

PEORIA, ILL. — Fulton 7.4 Livingston 5.2 Logan 4.3 McLean 17.6 Marshall 2.2 Mason 3.5 Peoria 32.1 Putnam 1.0 Stark 1.3 Tazewell 19.9 Woodford 4.5 Tot. Hslds.: 231,300.

PHILADELPHIA, PA. — **DEL.:** Kent 1.3 New Castle 5.8 **N.J.:** Atlantic 3.1 Burlington 4.4 Camden 6.8 Cape May 1.2 Cumberland 1.8 Gloucester 2.8 Mercer 4.6 Salem 0.9 **PA.:** Berks 4.9 Bucks 6.4 Chester 4.1 Delaware 8.1 Lehigh 4.1 Montgomery 9.7 Northampton 3.3 Philadelphia 27.2 Tot. Hslds.: 2,389,300.

PHOENIX, ARIZ. — Gila 2.0 Graham 1.0 Greenlee 0.7 Maricopa 80.9 Mohave 2.7 Navajo 2.9 Pinal 4.6 Yavapai 3.9 **CALIF.:** Riverside (eastern portion) 1.2 Tot. Hslds.: 605,900.

PITTSBURGH, PA. — **MD.:** Garrett 0.8 **OHIO:** Columbiana 3.4 **PA.:** Allegheny 44.4 Armstrong 2.3 Beaver 6.0 Butler 3.9 Clarion 1.2 Fayette 4.6 Greene 1.2 Indiana 2.3 Jefferson 1.4 Lawrence 3.0 Venango 1.8 Washington 6.5 Westmoreland 11.1 **W.VA.:** Hancock 1.1 Marion 2.1 Monongalia 2.0 Preston 0.8 Tot. Hslds.: 1,186,800.

PORTLAND, ORE. — Baker 0.9 Benton 3.1 Clackamas 11.4 Clatsop 1.8 Columbia 1.7 Crook 0.7 Gilliam 0.1 Harney 0.4 Hood River 0.8 Jefferson 0.5 Lincoln 1.8 Linn 4.3 Marion 9.7 Multnomah 30.8 Polk 2.2 Sherman 0.1 Tillamook 1.1 Wasco 1.1 Washington 11.0 Wheeler 0.1 Yamhill 2.5 **WASH.:** Clark 8.9 Cowlitz 3.9 Klickitat 0.8 Skamania 0.3 Wahkiakum 0.2 Tot. Hslds.: 715,200.

PORTLAND-POLAND SPRING, MAINE — Androscoggin 11.5 Cumberland 24.9 Franklin 3.0 Kennebec 12.1 Lincoln 3.2 Oxford 5.7 Sagadahoc 3.3 York 15.4 **N.H.:** Belknap 5.0 Carroll 3.3 Coos 4.3 Grafton 7.3 **VT.:** Essex 0.8 Tot. Hslds.: 292,900.

PRESQUE ISLE, MAINE — Aroostook 100.0 Tot. Hslds.: 30,100.

PROVIDENCE, R.I. — **CONN.:** New London 14.2 **MASS.:** Bristol 29.3 Dukes 0.7 **R.I.:** Bristol 2.6 Kent 8.8 Newport 4.6 Providence 35.1 Washington 4.8 Tot. Hslds.: 580,800.

QUINCY-HANNIBAL, ILL. — Adams 21.1 Brown 2.1 Cass 4.5 Hancock 6.9 McDonough 9.6 Pike 6.4 Schuyler 2.6 Scott 2.0 **IOWA:** Lee 12.6 **MO.:** Clark 2.6 Knox 1.7 Lewis 3.2 Macon 5.5 Marion 9.0 Monroe 3.1 Ralls 2.8 Scotland 1.9 Shelby 2.5 Tot. Hslds.: 121,100.

RALEIGH-DURHAM, N.C. — Chatham 2.2 Cumberland 14.2 Durham 10.7 Franklin 1.8 Granville 2.0 Halifax 3.5 Harnett 3.8 Hoke 1.0 Johnston 4.8 Lee 2.4 Moore 3.0 Nash 4.7 Orange 4.8 Person 1.8 Sampson 3.2 Scotland 1.9 Vance 2.3 Wake 20.5 Warren 1.2 Wayne 6.0 Wilson 4.1 Tot. Hslds.: 500,300.

RAPID CITY, S.D. — **MONT.:** Carter 0.8 Powder River 1.3 **NEB.:** Banner 0.5 Box Butte 5.8 Garden 1.8 Grant 0.5 Sheridan 3.5 Sioux 0.9 **N.D.:** Bowman 1.5 **S.D.:** Bennett 1.3 Butte 4.1 Custer 2.8 Fall River 4.4 Haakon 1.3 Harding 0.8 Jackson 1.5 Lawrence 7.1 Meade 7.5 Pennington 32.4 Shannon 2.6 Ziebach 1.1 **WYO.:** Crook 2.4 Niobrara 1.5 Sheridan 12.3 Tot. Hslds.: 79,700.

RENO, NEV. — **CALIF.:** Alpine 0.2 El Dorado (eastern portion) 8.7 Lassen 6.1 Placer (eastern portion) 2.5 **NEV.:** Carson City 9.2 Churchill 3.7 Douglas 4.7 Esmeralda 0.2 Humboldt 2.0 Lander 0.9 Lyon 3.0 Mineral 1.8 Nye 2.2 Pershing 0.9 Storey 0.2 Washoe 53.7 Tot. Hslds.: 128,600.

RICHMOND, VA. — Amelia 0.8 Augusta 4.6 Brunswick 1.3 Buckingham 1.1 Caroline 1.4 Charles City 0.5 Chesterfield 11.7 Colonial Heights 1.8 Cumberland 0.6 Dinwiddie 1.8 Emporia 0.6 Essex 0.7 Fluvanna 1.0 Goochland 0.9 Greene 0.6 Greensville 0.9 Hanover 4.7 Henrico 17.3 Hopewell 2.3 King and Queen 0.5 King William 0.7 Lancaster 1.0 Louisa 1.6 Lunenburg 1.1 Madison 1.0 New Kent 0.7 Northumberland 1.3 Nottoway 1.2 Orange 1.6 Petersburg 4.0 Powhatan 0.9 Prince Edward 1.3 Prince George 1.3 Richmond 0.7 Richmond city 22.2 Staunton 2.1 Sussex 0.9 Waynesboro 1.6 Tot. Hslds.: 375,800.

ROANOKE-LYNCHBURG, VA. — Alleghany 1.2 Amherst 2.3 Appomattox 1.1 Bath 0.7 Bedford 3.1 Bedford city 0.7 Botetourt 2.3 Buena Vista 0.6 Campbell 4.4 Carroll 2.5 Charlotte 1.2 Clifton Forge 0.6 Covington 1.0 Craig 0.5 Danville 4.8 Floyd 1.1 Franklin 3.1 Galax 0.8 Giles 1.8 Grayson 1.6 Halifax 2.7 Henry 5.4 Highland 0.3 Lexington 0.7 Lynchburg 6.8 Martinsville 1.7 Mecklenburg 2.8 Montgomery 5.7 Nelson 1.1 Pittsylvania 5.8 Pulaski 3.2 Radford 1.2 Roanoke 8.5 Roanoke city 11.5 Rockbridge 1.6 Salem 2.4 South Boston 0.7 Wythe 2.3 **W.VA.:** Monroe 1.2 Pocahontas 1.0 Tot. Hslds.: 353,500.

ROCHESTER, N.Y. — Livingston 5.6 Monroe 76.6 Ontario 9.2 Wayne 8.7 Tot. Hslds.: 334,800.

ROCHESTER-MASON CITY-AUSTIN, MINN. — **IOWA:** Cerro Gordo 12.5 Floyd 5.4 Franklin 3.7 Hancock 3.8 Howard 2.9 Kossuth 5.7 Mitchell 2.9 Winnebago 3.6 Worth 2.4 **MINN.:** Dodge 3.3 Faribault 5.3 Fillmore 5.8 Freeborn 9.8 Mower 10.0 Olmsted 22.6 Tot. Hslds.: 140,500.

ROCKFORD, ILL. — Boone 5.5 Ogle 8.5 Stephenson 9.7 Winnebago 50.0 **WISC.:** Rock 26.3 Tot. Hslds.: 176,800.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ROSWELL, N.M.— Chaves 34.8 Eddy 33.3 Lea (northern portion) 11.9 Tot. Hslds.: 52,000.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.0 Calaveras 1.0 Colusa 0.7 Contra Costa (eastern portion) 4.5 El Dorado (western portion) 2.9 Mono 0.4 Nevada 2.6 Placer (western portion) 4.9 Plumas 0.8 Sacramento 37.5 San Joaquin 14.5 Sierra 0.2 Solano (eastern portion) 5.2 Stanislaus 12.4 Sutter 2.5 Tuolumne 1.7 Yolo 5.1 Yuba 2.2 Tot. Hslds.: 754,200.

ST. JOSEPH, MO.— Buchanan 62.8 Gentry 6.5 Harrison 1.6 Holt 1.7 Nodaway 14.5 Worth 2.7 Tot. Hslds.: 52,400.

ST. LOUIS, MO.— ILL.: Bond 0.5 Calhoun 0.2 Clinton 1.0 Fayette 0.8 Greene 0.6 Jefferson 1.4 Jersey 0.7 Macoupin 1.8 Madison 8.4 Marion 1.6 Monroe 0.6 Montgomery 1.2 Morgan 1.3 Perry 0.8 Randolph 1.2 St. Clair 9.5 Washington 0.6 MO.: Crawford 0.6 Dent 0.5 Franklin 2.3 Gasconade 0.5 Iron 0.4 Jefferson 4.2 Lincoln 0.7 Madison 0.4 Perry 0.6 Pike 0.7 Reynolds 0.2 St. Charles 4.1 Ste. Genevieve 0.5 St. Francois 1.4 St. Louis 31.5 St. Louis city 18.5 Warren 0.5 Washington 0.6 Tot. Hslds.: 1,014,000.

SALINAS-MONTEREY, CALIF.— Monterey 51.7 San Benito 4.8 Santa Cruz 43.4 Tot. Hslds.: 163,100.

SALISBURY, MD.— DEL.: Sussex 46.5 MD.: Somerset 9.2 Wicomico 30.6 Worcester 13.7 Tot. Hslds.: 73,100.

SALT LAKE CITY, UTAH— IDA.: Bear Lake 0.5 Caribou 0.6 Franklin 0.7 Oneida 0.2 MONT.: Park 1.1 NEV.: Elko 1.2 Eureka 0.1 White Pine 0.7 UTAH: Beaver 0.3 Box Elder 2.1 Cache 3.4 Carbon 1.7 Daggett 0.1 Davis 7.5 Duchesne 0.8 Emery 0.7 Garfield 0.3 Grand 0.5 Iron 1.0 Juab 0.4 Kane 0.3 Millard 0.6 Morgan 0.3 Piute 0.1 Rich 0.1 Salt Lake 39.2 San Juan 0.7 Sanpete 1.0 Sevier 1.1 Summit 0.5 Tooele 1.6 Uintah 1.3 Utah 11.4 Wasatch 0.5 Washington 1.4 Wayne 0.1 Weber 9.7 WYO.: Big Horn 1.0 Hot Springs 0.4 Sweetwater 3.2 Teton 0.5 Uinta 0.7 Tot. Hslds.: 463,900.

SAN ANGELO, TEX.— Concho 3.1 Irion 1.2 Schleicher 2.8 Sterling 1.5 Tom Green 91.3 Tot. Hslds.: 32,300.

SAN ANTONIO, TEX.— Atascosa 1.5 Bandera 0.6 Bexar 70.1 Comal 2.7 De Witt 1.6 Dimmit 0.7 Edwards 0.2 Frio 0.9 Gillespie 1.0 Goliad 0.4 Gonzales 1.3 Guadalupe 3.2 Karnes 0.9 Kendall 0.8 Kerr 2.2 Kimble 0.4 Kinney 0.2 La Salle 0.4 Lavaca 1.6 Live Oak 0.6 McMullen 0.1 Maverick 1.4 Medina 1.5 Real 0.2 Uvalde 1.5 Val Verde 2.2 Wilson 1.1 Zavala 0.7 Tot. Hslds.: 437,300.

SAN DIEGO, CALIF.— San Diego 100.0 Tot. Hslds.: 704,400.

SAN FRANCISCO, CALIF.— Alameda 23.0 Contra Costa (western portion) 10.0 Lake 0.7 Marin 4.5 Mendocino 1.3 Napa 1.9 San Francisco 16.2 San Mateo 11.8 Santa Clara 23.3 Solano (western portion) 1.9 Sonoma 5.6 Tot. Hslds.: 1,952,800.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 34.7 Santa Barbara 65.3 Tot. Hslds.: 164,700.

SAVANNAH, GA.— Appling 3.1 Bacon 2.1 Bryan 1.8 Bulloch 7.9 Candler 1.6 Chatham 41.5 Effingham 3.6 Evans 2.0 Jeff Davis 2.2 Liberty 4.7 Long 0.7 McIntosh 1.9 Montgomery 1.3 Tattnall 3.[illegible] Toombs 4.7 Wayne 4.0 S.C.: Beaufort 10.5 Jasper 3.0 Tot. Hslds.: 153,800.

SEATTLE-TACOMA, WASH.— Clallam 1.7 Grays Harbor 2.5 Island 1.5 Jefferson 0.6 King 48.0 Kitsap 4.9 Kittitas (western portion) 0.2 Lewis 2.0 Mason 0.9 Pacific 0.7 Pierce 15.7 San Juan 0.3 Skagit 2.2 Snohomish 11.0 Thurston 4.4 Whatcom 3.6 Tot. Hslds.: 981,700.

SELMA, ALA.— Dallas 100.0 Tot. Hslds.: 18,000.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.4 Hempstead 1.9 Howard 1.3 Lafayette 0.9 Little River 1.0 Miller 3.1 Sevier 1.2 LA.: Bienville 1.6 Bossier 6.0 Caddo 21.9 Claiborne 1.5 De Soto 2.0 Natchitoches 2.9 Red River 0.8 Sabine 1.7 Webster 3.8 OKLA.: McCurtain 3.3 TEX.: Bowie 7.3 Camp 0.8 Cass 2.5 Gregg 8.3 Harrison 4.2 Marion 0.8 Morris 1.2 Nacogdoches 3.7 Panola 1.8 Red River 1.4 Rusk 3.8 San Augustine 0.8 Shelby 1.9 Titus 1.9 Upshur 2.5 Tot. Hslds.: 386,800.

SIOUX CITY, IOWA— Buena Vista 5.1 Cherokee [illegible] Clay 4.7 Dickinson 3.6 Ida 2.1 Monona 3.0 O'Brien 4.1 [illegible]lo Alto 2.9 Plymouth 5.3 Pocahontas 2.8 Sac 3.8 Sioux 6.4 Woodbury 23.7 NEB.: Cedar 2.3 Dakota 3.6 Dixon 1.8 Knox 2.6 Madison 7.3 Pierce 2.1 Thurston 1.5 Wayne 2.0 S.D.: Clay 2.9 Union 2.7 Tot. Hslds.: 154,100.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.1 Osceola 1.3 MINN.: Big Stone 1.3 Jackson 2.5 Lincoln 1.4 Murray 2.0 Nobles 3.7 Pipestone 2.1 Rock 1.9 NEB.: Boyd 0.6 Keya Paha 0.2 N.D.: Dickey 1.3 S.D.: Aurora 0.7 Beadle 3.3 Bon Homme 1.4 Brookings 3.3 Brown 6.3 Brule 0.8 Buffalo 0.3 Charles Mix 1.7 Clark 1.1 Codington 3.5 Davison 3.1 Day 1.5 Deuel 0.8 Douglas 0.7 Edmunds 0.8 Faulk 0.5 Grant 1.6 Gregory 1.1 Hamlin 1.0 Hand 0.8 Hanson 0.6 Hughes 2.5 Hutchinson 1.6 Hyde 0.4 Jerauld 0.5 Jones 0.3 Kingsbury 1.2 Lake 1.8 Lincoln 2.5 Lyman 0.7 McCook 1.1 Marshall 1.0 Mellette 0.3 Miner 0.7 Minnehaha 16.9 Moody 1.2 Potter 0.6 Roberts 1.7 Sanborn 0.5 Spink 1.6 Stanley 0.3 Sully 0.4 Todd 0.9 Tripp 1.4 Turner 1.7 Yankton 2.7 Tot. Hslds.: 212,200.

SOUTH BEND-ELKHART, IND.— Elkhart 17.8 Fulton 2.5 Kosciusko 7.3 La Grange 2.8 Marshall 5.1 Pulaski 1.8 St. Joseph 30.8 Starke 2.8 MICH.: Berrien 23.1 Cass 6.1 Tot. Hslds.: 261,600.

SPOKANE, WASH.— IDA.: Benewah 0.9 Bonner 2.8 Boundary 0.8 Clearwater 1.1 Idaho 1.5 Kootenai 6.5 Latah 3.1 Lewis 0.6 Nez Perce 3.8 Shoshone 2.1 MONT.: Lincoln 1.9 Sanders 1.2 ORE.: Union 2.9 Wallowa 0.9 WASH.: Adams 1.6 Asotin 1.8 Chelan 5.4 Columbia 0.5 Douglas 2.3 Ferry 0.7 Garfield 0.4 Grant 5.4 Lincoln 1.2 Okanogan 3.5 Pend Oreille 1.0 Spokane 39.1 Stevens 3.1 Whitman 4.0 Tot. Hslds.: 312,300.

SPRINGFIELD, MASS.— Franklin 10.7 Hampden 71.3 Hampshire 18.0 Tot. Hslds.: 228,500.

SPRINGFIELD, MO.— ARK.: Baxter 4.2 Boone 3.8 Carroll 2.3 Fulton 1.4 Madison 1.6 Marion 2.1 Newton 1.1 MO.: Barry 3.7 Benton 2.1 Camden 3.1 Cedar 1.8 Christian 3.2 Dade 1.3 Dallas 1.9 Douglas 1.7 Greene 27.0 Hickory 1.2 Howell 4.3 Laclede 3.6 Lawrence 4.4 Oregon 1.7 Ozark 1.2 Polk 2.6 Pulaski 3.4 Shannon 1.1 Stone 2.3 Taney 3.2 Texas 3.2 Webster 3.0 Wright 2.5 Tot. Hslds.: 252,900.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 19.8 Christian 4.9 Coles 5.9 De Witt 2.3 Douglas 2.6 Ford 1.9 Macon 17.2 Menard 1.6 Moultrie 1.7 Piatt 2.2 Sangamon 24.0 Shelby 3.1 Vermilion 12.8 Tot. Hslds.: 283,000.

SYRACUSE, N.Y.— Cayuga 7.8 Cortland 5.0 Madison 6.0 Oneida (western portion) 8.7 Onondaga 46.8 Oswego 10.2 Schuyler 1.9 Seneca 3.2 Tompkins 8.3 Yates 2.1 Tot. Hslds.: 349,500.

TALLAHASSEE, FLA.— Gadsden 7.1 Hamilton 2.3 Jefferson 2.4 Lafayette 1.1 Leon 34.4 Madison 3.4 Taylor 3.5 Wakulla 2.3 GA.: Brooks 3.5 Decatur 5.9 Echols 0.4 Grady 4.9 Lowndes 15.9 Miller 1.4 Seminole 2.0 Thomas 9.5 Tot. Hslds.: 137,500.

TAMPA-ST. PETERSBURG, FLA.— Citrus 2.0 De Soto 0.6 Hardee 0.6 Hernando 1.4 Highlands 1.7 Hillsborough 24.0 Manatee 6.5 Pasco 7.7 Pinellas 35.6 Polk 11.2 Sarasota 8.7 Tot. Hslds.: 923,700.

TERRE HAUTE, IND.— ILL.: Clark 4.0 Clay 3.3 Crawford 5.1 Cumberland 2.3 Edgar 5.0 Effingham 6.3 Jasper 2.5 Lawrence 4.1 Richland 3.8 IND.: Clay 5.7 Daviess 5.3 Greene 6.4 Knox 8.7 Martin 2.1 Parke 3.5 Sullivan 4.6 Vermillion 3.9 Vigo 23.4 Tot. Hslds.: 167,000.

TOLEDO, OHIO— MICH.: Lenawee 7.1 OHIO: Crawford 4.2 Defiance 2.9 Fulton 3.0 Hancock 5.5 Hardin 3.1 Henry 2.5 Lucas 42.7 Ottawa 3.3 Putnam 2.3 Sandusky 5.1 Seneca 4.7 Williams 3.0 Wood 8.8 Wyandot 1.8 Tot. Hslds.: 410,600.

TOPEKA, KANS.— Clay 3.5 Coffey 3.2 Geary 8.8 Jackson 4.0 Lyon 11.0 Marshall 4.6 Morris 2.4 Nemaha 3.1 Osage 4.8 Pottawatomie 4.5 Shawnee 47.7 Wabaunsee 2.3 Tot. Hslds.: 121,300.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.3 Benzie 2.8 Charlevoix 4.9 Cheboygan 5.1 Chippewa 8.0 Crawford 2.3 Emmet 5.2 Grand Traverse 11.5 Kalkaska 2.9 Lake 2.0 Leelanau 3.5 Luce 1.6 Mackinac 3.1 Manistee 6.3 Mason 6.7 Missaukee 2.7 Montmorency 2.2 Osceola 5.1 Oscoda 2.1 Otsego 3.6 Presque Isle 3.4 Roscommon 4.8 Wexford 6.0 Tot. Hslds.: 136,400.

TUCSON, ARIZ.— Apache (southern portion) 1.0 Cochise 12.4 Pima 82.3 Santa Cruz 2.8 N.M.: Catron 0.4 Hidalgo 1.1 Tot. Hslds.: 208,900.

TULSA, OKLA.— KANS.: Chautauqua 0.6 Elk 0.4 Montgomery 4.3 OKLA.: Adair 1.6 Cherokee 2.5 Craig 1.5 Creek 5.4 Delaware 2.2 Haskell 1.1 Latimer 0.9 McIntosh 1.4 Mayes 3.1 Muskogee 6.6 Nowata 1.1 Okfuskee 1.2 Okmulgee 3.7 Osage 3.6 Pawnee 1.5 Pittsburg 3.5 Rogers 3.5 Tulsa 43.1 Wagoner 2.8 Washington 4.3 Tot. Hslds.: 397,500.

TUSCALOOSA, ALA.— Tuscaloosa 100.0 Tot. Hslds.: 41,100.

TWIN FALLS, IDA.— Gooding 13.7 Jerome 19.1 Lincoln 4.8 Twin Falls 62.5 Tot. Hslds.: 28,300.

TYLER, TEX.— Angelina 23.7 Cherokee 14.4 Houston 8.0 Smith 50.4 Trinity 3.5 Tot. Hslds.: 83,900.

UTICA, N.Y.— Herkimer 23.1 Oneida (eastern portion) 58.1 Otsego 18.8 Tot. Hslds.: 105,900.

VICTORIA, TEX.— Victoria 100.0 Tot. Hslds.: 20,700.

WACO-TEMPLE, TEX.— Bell 27.3 Brazos 14.3 Burleson 2.1 Coryell 6.0 Falls 3.2 Lampasas 2.2 Leon 1.9 Limestone 3.3 McLennan 30.2 Madison 1.6 Milam 4.0 Mills 0.9 Robertson 2.8 Tot. Hslds.: 196,000.

WASHINGTON, D.C.— District of Columbia 19.8 MD.: Allegany 2.2 Calvert 0.7 Charles 1.5 Frederick 2.6 Montgomery 14.4 Prince Georges 15.8 St. Marys 1.2 Washington 2.8 PA.: Franklin 2.6 VA.: Alexandria 3.2 Arlington 4.9 Clarke 0.2 Culpeper 0.5 Fairfax 12.6 Fairfax city 0.5 Falls Church 0.3 Fauquier 0.7 Frederick 0.8 Fredericksburg 0.4 King George 0.2 Loudoun 1.3 Manassas 0.3 Manassas Park 0.2 Page 0.5 Prince William 2.6 Rappahannock 0.1 Shenandoah 0.7 Spotsylvania 0.7 Stafford 0.8 Warren 0.6 Westmoreland 0.4 Winchester 0.6 W.VA.: Berkeley 1.0 Hampshire 0.4 Jefferson 0.7 Mineral 0.6 Morgan 0.2 Tot. Hslds.: 1,404,100.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.4 Lewis 11.1 St. Lawrence 47.5 Tot. Hslds.: 78,300.

WAUSAU-RHINELANDER, WISC.— Adams 3.2 Clark 8.0 Forest 2.1 Langlade 5.0 Lincoln 6.6 Marathon 25.5 Oneida 8.4 Portage 11.8 Price 4.1 Taylor 4.4 Vilas 4.4 Wood 16.3 Tot. Hslds.: 142,800.

WEST PALM BEACH, FLA.— Indian River 7.1 Martin 7.5 Okeechobee 2.2 Palm Beach 72.9 St. Lucie 10.2 Tot. Hslds.: 275,400.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 19.0 Carroll 5.6 Guernsey 9.0 Harrison 4.0 Jefferson 20.1 Monroe 3.4 Noble 2.6 W.VA.: Brooke 6.6 Marshall 9.0 Ohio 13.7 Tyler 2.4 Wetzel 4.6 Tot. Hslds.: 159,700.

WICHITA-HUTCHINSON, KANS.— Barber 0.6 Barton 3.0 Butler 4.2 Chase 0.3 Cheyenne 0.4 Clark 0.3 Comanche 0.3 Cowley 3.5 Decatur 0.5 Dickinson 2.0 Edwards 0.5 Ellis 2.3 Ellsworth 0.6 Finney 2.1 Ford 2.3 Gove 0.3 Graham 0.4 Grant 0.6 Gray 0.5 Greeley 0.2 Greenwood 1.0 Hamilton 0.3 Harper 0.9 Harvey 2.7 Haskell 0.4 Hodgeman 0.2 Kearny 0.3 Kingman 1.0 Kiowa 0.5 Lane 0.3 Lincoln 0.5 Logan 0.4 McPherson 2.5 Marion 1.3 Meade 0.5 Mitchell 0.8 Ness 0.5 Norton 0.7 Osborne 0.7 Ottawa 0.7 Pawnee 0.8 Pratt 1.0 Rawlins 0.4 Reno 6.3 Rice 1.2 Rooks 0.7 Rush 0.5 Russell 0.9 Saline 4.5 Scott 0.6 Sedgwick 31.7 Seward 1.7 Sheridan 0.3 Sherman 0.7 Stafford 0.7 Stanton 0.2 Stevens 0.4 Sumner 2.4 Thomas 0.8 Trego 0.4 Wallace 0.2 Wichita 0.2 NEB.: Dundy 0.3 Hitchcock 0.5 Red Willow 1.3 OKLA.: Beaver 0.6 Tot. Hslds.: [illegible].

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 23.1 Cotton 1.8 Harmon 1.2 Jackson 7.7 Jefferson 2.4 Kiowa 3.2 Stephens 10.1 Tillman 2.9 TEX.: Archer 1.5 Baylor 1.2 Clay 2.1 Foard 0.5 Hardeman 1.5 King 0.1 Knox 1.3 Montague 4.1 Throckmorton 0.5 Wichita 26.4 Wilbarger 3.6 Young 4.6 Tot. Hslds.: 164,200.

WILKES BARRE-SCRANTON, PA.— Carbon 4.1 Columbia 4.6 Lackawanna 18.5 Luzerne 26.2 Lycoming 8.5 Monroe 4.6 Montour 1.1 Northumberland 8.0 Schuylkill 12.5 Snyder 2.1 Sullivan 0.4 Susquehanna 2.8 Union 2.1 Wayne 2.7 Wyoming 1.8 Tot. Hslds.: [illegible].

WILMINGTON, N.C.— Bladen 6.8 Brunswick 8.2 Columbus 12.0 New Hanover 26.9 Pender 5.2 Robeson 19.6 S.C.: Horry 21.4 Tot. Hslds.: 143,700.

YAKIMA, WASH.— ORE.: Morrow 1.8 Umatilla 13.8 WASH.: Benton 22.4 Franklin 7.0 Kittitas (eastern portion) 4.7 Walla Walla 10.6 Yakima 39.7 Tot. Hslds.: 148,800.

YOUNGSTOWN, OHIO— Mahoning 44.7 Trumbull 36.3 PA.: Mercer 19.1 Tot. Hslds.: 219,900.

ZANESVILLE, OHIO— Muskingum 100.0 Tot. Hslds.: 29,100.

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Guide to using S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1979										
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM/ARB TV (ADI) MARKET	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)	**Buying Power Index**
1	2			3	4	5					6

1 The *Survey's* **TV markets** are the American Research Bureau's Areas of Dominant Influence (ADI). ARB (better known in the industry as Arbitron) studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, ARB splits certain counties, treating each portion as if it were a separate county.) Each county (or portion) is allocated exclusively to a single ADI, thus eliminating overlap. All of the U.S. is covered except for Hawaii and part of Alaska.

2 Population is the number of **persons** living in the ADI on 12/31/79. It includes those living in colleges and hospitals, and armed forces personnel (and their dependents) permanently assigned to the area, but excludes tourists and transients. **Households** are units made up of all the people occupying a single housing unit under 1970 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household. A further refinement of total population is the number of **black persons** living in the ADI as of 12/31/79.

Caution: Although a county's population total will include all the people in the area, the household total will not do so because it excludes those living in group quarters. Thus if you calculate average Effective Buying Income per household, it must be recognized that this indicator will include the income of people not living in households.

3 Effective Buying Income (EBI), a classification developed exclusively by Sales & Marketing Management, is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military and diplomatic personnel stationed overseas is deducted from this total to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income groups, as reported in the July 28th *Survey of Buying Power*, should be considered.

4 Total retail sales are net sales (minus refunds, allowances for returns, and taxes) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas as well as by purchases by nonhousehold units such as businesses and the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments.

The Total Retail Sales figure includes sales of store types not listed in the 1980 *Survey*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the major store types detailed in the *Survey* represents sales of "All Other Stores," so to speak.

5 Individual **retail store groups** are considered as channels of distribution in local markets. Thus the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that distribution channel. Bear in mind that the retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. That is, food stores sell more than food products, and drugstores sell more than health and beauty aids.

Separate sales totals are provided for (1) *food stores*, which sell food primarily for home consumption; (2) *general merchandise stores*, which include department, limited-price variety, and general merchandise stores; (3) *furniture, home furnishings*, and *appliance stores (FHA)*; (4) *automotive dealers*, which include those selling domestic and imported cars, new and used; and stores selling tires, batteries, and accessories; and (5) *drugstores*, which include *proprietary stores*.

6 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of the U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your product, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1979										Buying Power Index
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
CALIFORNIA											
BAKERSFIELD	315.8	106.4	22.1	1,942,943	1,367,565	334,889	131,331	68,161	259,399	59,238	.1347
CHICO-REDDING	325.7	126.7	5.4	2,208,508	1,422,211	349,056	106,024	63,781	264,672	65,380	.1458
EL CENTRO-YUMA	168.2	55.5	6.4	1,009,234	644,457	165,057	87,403	20,150	112,334	27,915	.0683
EUREKA	143.0	54.2	7	1,056,659	565,801	158,808	31,332	18,702	83,301	38,285	.0646
FRESNO	988.3	338.9	51.1	6,026,027	3,987,416	957,463	440,942	178,560	882,227	182,397	.4103
LOS ANGELES	10,959.7	4,220.8	990.4	92,124,538	48,218,078	10,388,573	6,160,305	2,609,741	9,487,437	1,634,142	5.4647
PALM SPRINGS	134.4	51.3	8.2	925,278	586,867	127,474	70,748	22,011	127,405	21,251	.0605
SACRAMENTO-STOCKTON	2,061.2	754.2	104.2	15,383,166	9,104,903	2,111,453	1,091,184	476,999	1,744,188	423,647	.9693
SALINAS-MONTEREY	487.6	163.1	17.9	3,341,688	2,066,055	457,269	181,981	94,905	389,802	94,123	.2172
SAN DIEGO	1,841.2	704.4	106.8	14,125,990	7,512,742	1,490,114	1,173,634	447,294	1,424,469	220,709	.8566
SAN FRANCISCO	4,971.3	1,952.8	406.8	46,479,728	22,972,186	4,968,112	2,864,600	1,289,988	4,374,143	978,826	2.6604
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	449.7	164.7	14.9	3,474,894	1,863,961	409,063	146,643	101,836	303,491	75,706	.2111
COLORADO											
COLORADO SPRINGS-PUEBLO	534.8	184.8	23.5	3,262,348	2,012,385	429,055	238,399	104,864	440,764	45,065	.2170
DENVER	2,141.4	770.7	63.3	16,936,247	9,640,764	2,022,389	1,076,982	435,150	1,962,493	246,114	1.0425
GRAND JUNCTION	121.2	45.2	1	763,088	547,865	112,467	52,622	25,033	119,416	11,287	.0528

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of the affluent Northern California market, an area more populous than 42 States in the U.S. and a vital consideration in any marketing strategy.

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San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner

Represented nationally by Sawyer-Ferguson-Walker. Sources: S&MM Survey of Buying Power, 1979; A.B.C. Publishers' Statement, 9/30/79.

S&MM's SURVEY OF TELEVISION MARKETS

S&MM ESTIMATES 1979

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CONNECTICUT											
HARTFORD-NEW HAVEN	1,971.8	691.8	132.5	15,269,983	7,036,818	1,631,197	867,922	280,316	1,183,055	212,897	.8875
DISTRICT OF COLUMBIA											
WASHINGTON	3,972.9	1,404.1	919.1	34,992,537	16,847,843	3,450,135	2,321,666	828,854	3,165,281	699,019	2.0085
FLORIDA											
FT. MYERS-NAPLES	350.7	142.1	35.5	2,482,504	1,809,141	413,240	205,651	121,303	347,547	55,916	.1695
GAINESVILLE	166.6	57.4	32.8	971,690	702,358	168,838	86,000	38,825	118,308	27,022	.0687
JACKSONVILLE	974.8	335.6	213.9	5,942,477	3,983,027	888,301	438,947	166,578	909,257	149,530	.4062
MIAMI	2,471.8	963.6	343.3	20,432,366	12,797,569	2,637,752	1,725,183	818,477	2,574,510	480,980	1.2871
ORLANDO-DAYTONA BEACH	1,339.3	497.0	177.3	8,677,756	6,194,026	1,445,024	813,129	248,207	1,180,969	206,431	.5983
PANAMA CITY	215.9	75.6	37.5	1,031,084	743,203	184,999	88,243	37,819	155,531	21,179	.0762
TALLAHASSEE	415.5	137.5	140.3	2,254,223	1,503,587	375,266	155,209	57,058	288,982	56,225	.1582
TAMPA-ST. PETERSBURG	2,230.5	923.7	233.1	15,580,256	10,086,243	2,520,110	1,387,879	485,728	1,865,798	336,769	1.0237
WEST PALM BEACH	713.8	275.4	110.3	5,824,941	3,617,342	855,761	416,227	218,045	724,427	124,083	.3664
GEORGIA											
ALBANY	339.2	112.0	115.6	1,753,656	1,123,932	276,095	114,097	49,586	229,494	37,589	.1228
ATLANTA	2,806.8	965.8	583.9	19,544,433	11,350,789	2,398,689	1,713,716	425,457	2,324,324	364,870	1.2412
AUGUSTA	519.5	164.8	193.8	2,825,140	1,658,931	417,756	196,518	78,713	346,308	51,714	.1904
COLUMBUS	496.4	163.3	179.1	2,661,704	1,561,333	346,466	195,174	68,367	353,587	49,836	.1797
MACON	405.6	132.8	141.7	2,174,592	1,392,751	325,314	170,687	51,663	285,681	43,582	.1510
SAVANNAH	487.4	153.8	165.0	2,556,698	1,700,667	379,892	161,608	99,220	326,216	54,539	.1804
IDAHO											
BOISE	362.3	125.5	1.7	2,335,474	1,599,940	356,237	151,350	85,559	348,417	43,196	.1588
IDAHO FALLS-POCATELLO	280.0	86.9	.9	1,768,066	1,120,048	237,157	110,918	56,416	235,223	32,774	.1178
TWIN FALLS	80.4	29.3	.0	529,541	293,096	58,681	26,480	14,147	64,741	14,657	.0334

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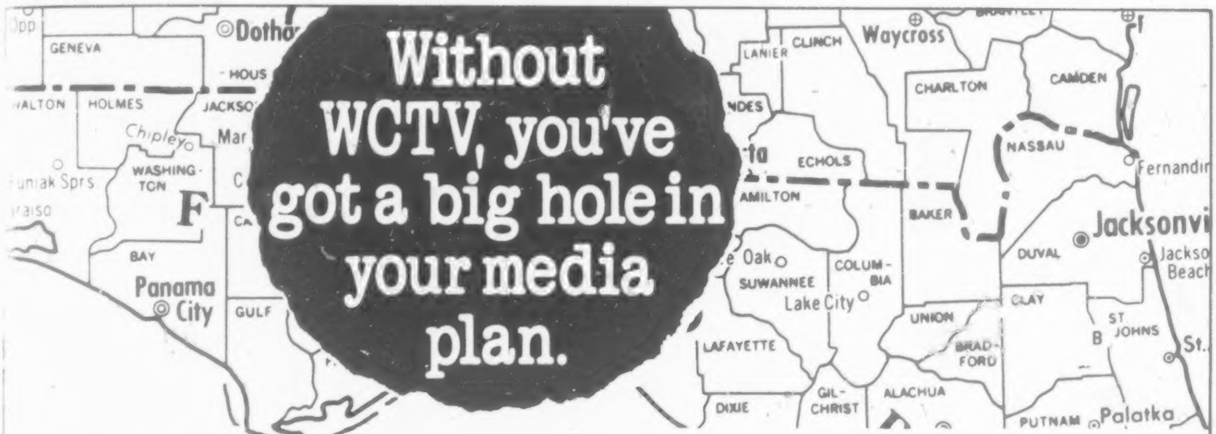
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*Arbitron ADI Household Shares – May 80
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S&MM's SURVEY OF TELEVISION MARKETS

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ILLINOIS												
CHICAGO	8,295.4	2,871.2	1,448.1	71,408,049	35,354,819	6,942,479	4,497,833	1,566,580	6,636,640	1,288,737		4.1496
PEORIA	650.4	231.3	31.1	5,202,828	2,839,532	569,550	363,768	117,131	604,007	67,823		.3156
QUINCY-HANNIBAL	326.6	121.1	8.8	2,182,859	1,147,586	249,991	104,629	50,998	251,914	35,366		.1355
ROCKFORD	496.0	176.6	29.1	4,015,241	2,039,349	441,867	327,679	97,956	364,186	61,489		.2377
SPRINGFIELD-DECATUR-CHAMPAIGN	772.9	283.0	51.2	6,086,493	3,402,255	693,366	444,615	144,753	671,340	106,006		.3728

TAMPA
ST. PETERSBURG
IS THE
18th
MARKET (ARB-ADI Rankings)

DISNEY WORLD is only 60 miles east of this exciting, fast growing market served best by

8 WFLA-TV
Media General
BLAIR

S&MM's SURVEY OF TELEVISION MARKETS

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INDIANA											
EVANSVILLE	635.9	224.4	30.2	4,240,130	2,513,991	519,179	263,155	113,684	587,593	76,730	.2726
FT. WAYNE	618.7	209.8	24.6	4,507,849	2,412,378	485,463	296,925	95,053	546,182	78,124	.2768
INDIANAPOLIS	2,236.6	772.2	182.3	16,701,715	9,024,242	1,818,203	1,131,424	341,737	1,942,867	329,058	1.0229
LAFAYETTE	115.8	37.5	1.6	786,259	486,677	91,249	97,910	26,021	86,863	20,672	.0512
SOUTH BEND-ELKHART	758.3	261.6	55.1	5,079,504	3,002,570	634,566	3[illegible],639	146,598	700,579	111,736	.3266
TERRE HAUTE	452.1	167.0	9.4	3,023,897	1,864,360	357,542	188,533	59,508	365,874	54,661	.1970
IOWA											
CEDAR RAPIDS-WATERLOO	769.5	262.8	12.5	5,562,367	2,941,049	588,420	318,274	135,571	621,064	86,054	.3408
DAVENPORT-ROCK ISLAND-MOLINE	861.8	306.9	25.7	6,776,373	3,629,860	706,509	466,829	163,953	799,949	123,246	.4099
DES MOINES	949.4	343.9	19.5	7,339,150	4,048,235	850,333	471,681	172,121	827,345	96,082	.4493
DUBUQUE	96.1	28.5	.5	684,047	433,600	79,549	73,836	28,618	86,738	13,828	.0445
OTTUMWA-KIRKSVILLE	75.3	28.8	.4	469,376	269,802	57,336	20,420	9,535	62,375	6,068	.0304
SIOUX CITY	437.6	154.1	1.6	3,141,204	1,666,633	344,913	142,070	70,200	348,149	50,309	.1932
KANSAS											
TOPEKA	326.1	121.3	18.0	2,373,485	1,237,266	250,048	154,420	56,774	284,270	38,217	.1440
WICHITA-HUTCHINSON	1,081.6	399.5	43.2	8,300,050	4,533,749	910,967	500,363	202,422	1,030,425	107,734	.5075
KENTUCKY											
BOWLING GREEN	80.6	27.3	6.3	515,615	374,247	86,295	47,561	17,927	68,000	10,887	.0358
LEXINGTON	701.9	235.6	48.3	4,100,846	2,744,269	654,312	330,418	113,316	561,439	81,818	.2830
LOUISVILLE	1,422.4	484.9	128.7	10,154,956	5,303,502	1,223,621	609,317	261,598	1,080,954	179,279	.6213
PADUCAH-CAPE GIRARDEAU-HARRISBURG	791.2	296.7	59.2	4,658,361	3,044,056	658,141	309,277	130,424	695,342	98,769	.3183
LOUISIANA											
ALEXANDRIA	224.0	67.5	57.0	2,161,464	691,712	183,193	105,148	27,223	144,351	23,518	.0795
BATON ROUGE	651.7	206.0	216.1	4,327,301	2,468,987	613,423	435,175	110,227	498,237	82,097	.2758
LAFAYETTE	572.9	180.3	141.5	2,767,001	1,810,326	441,759	189,040	87,849	415,119	68,965	.1932
LAKE CHARLES	197.5	65.6	43.3	1,273,161	785,480	212,252	90,901	36,939	170,758	22,425	.0837
MONROE-EL DORADO	502.2	165.6	175.9	2,668,139	1,566,572	394,091	184,609	63,283	391,785	54,412	.1806
NEW ORLEANS	1,627.5	539.5	461.4	11,177,399	6,251,796	1,680,259	815,805	318,517	1,130,817	202,614	.7036
SHREVEPORT-TEXARKANA	1,111.4	386.8	328.8	6,511,332	4,222,558	1,015,746	502,529	194,932	956,472	113,629	.4444

We Turn Them On When They Turn TV Off!

We reach more than 783,000 adults in the Indianapolis ADI every weekday. And, more than 812,000 adults every Sunday.

Over 5 weekdays we deliver nearly 4 million gross impressions. Four Sundays add up to more than 3 million gross impressions.

Our signal is stronger than that of TV. Your ads won't vanish in 10 to 30 seconds. Your prospects can view your ad for as long as they wish and at their convenience.

Our reception is better than TV, too. Readers tell us they want and read the advertising we carry. Can you imagine viewers welcoming TV commercials?

Look over your TV schedule. Then don't overlook the advantages of newspaper advertising.

Remember — we're turning them on when they turn TV off. To turn them on to your product or service, contact your Star and News representative. Or, phone Alan Judkins at (317) 633-1132.

Source: Three Sigma Research

THE INDIANAPOLIS STAR
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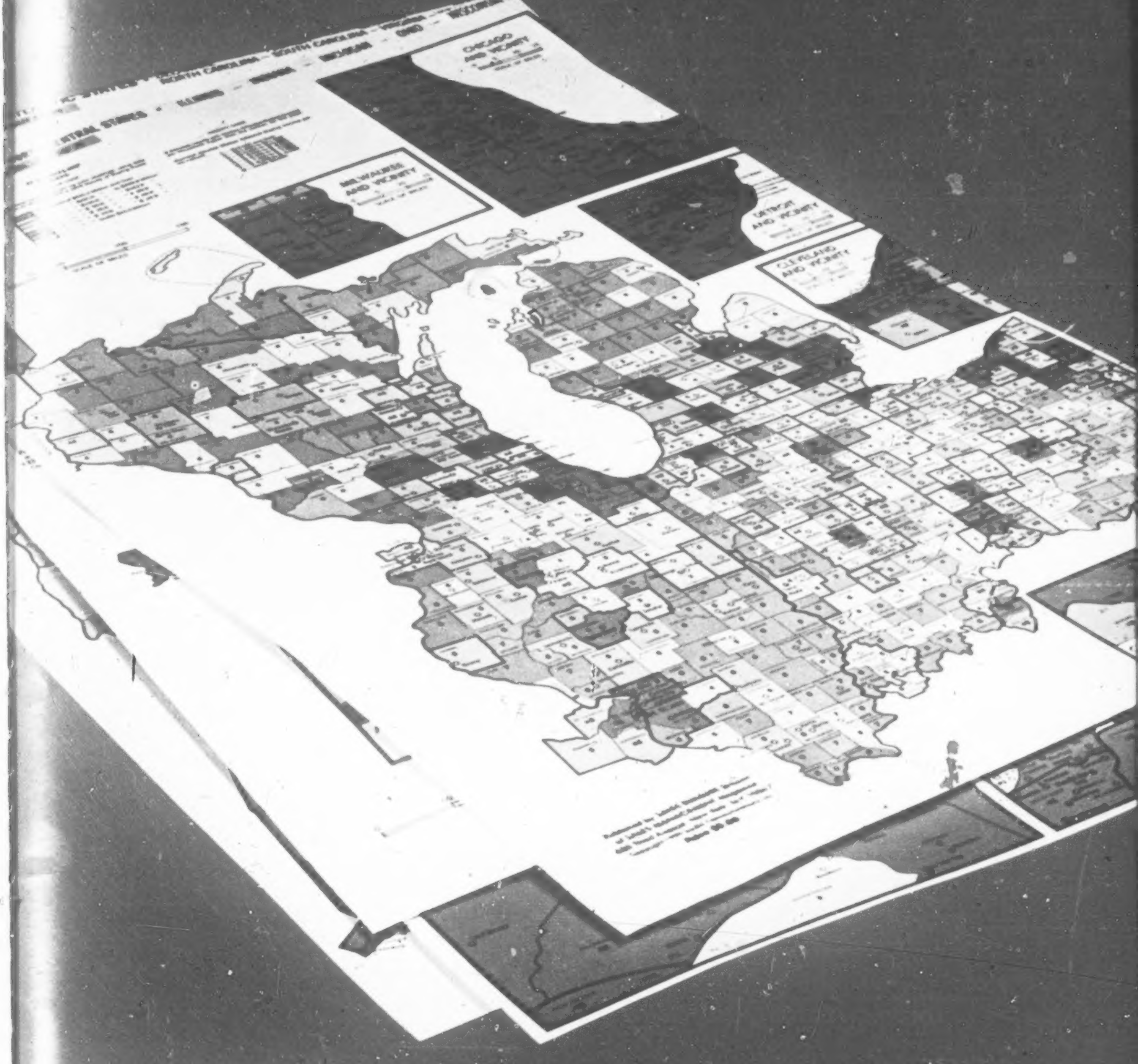
NORTH CAROLINA — SOUTH CAROLINA
CENTRAL STATES — ILLINOIS — INDIANA — MICHIGAN — OHIO
CHICAGO AND VICINITY
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DETROIT AND VICINITY
CLEVELAND AND VICINITY

Sales Builders

ALL NEW 1980 SALES MAPS

for Retail and Industrial Markets

Here's one of the most valuable selling tools you can possess—a quick, practical way to have vital market data always at your fingertips . . .

Sales Builders' All-New 1980 County Outline SALES MAPS for Industrial and Retail Markets

These giant, color-coded Sales Maps are a tremendous aid to managers and salesmen in the field. Available in both Regional and full 50-State formats, they swiftly provide a clear breakdown of retail and industrial market strength for every country and important metro area in the country. They immediately help you:

- **Develop more effective market strategies**
- **Improve time and territory management**
- **Concentrate your selling efforts where the profits are**
- **Spot growth trends and new markets where new selling opportunities are ripe**

Certainly there are other sources for up-to-the-minute market data, but consider these important features of SALES MAPS:

SALES MAPS are Faster, More Convenient than Tabulated Data

With Sales Builders' New 1980 Sales Maps you can quickly target the country or metro area of interest—discover key market facts literally at a glance—Make instant comparisons of market strength and buying power—and swiftly determine areas of maximum sales potential.

SALES MAPS Provide a Far Better "Feel" for Market Relationships

Sales Maps give you an all-important perspective for market shape and relationships (something you can't get with columns of tabulated statistics). These Maps help immeasurably with time and territory management—give you new insight into market range and scope—help you spot growth trends where fresh new selling opportunities are inevitable.

SALES MAPS are both Functional and Attractive

These All-New Sales Maps are not only powerful sales marketing tools for both managers and salesmen, but they make handsome additions to sales offices, board rooms and conference rooms as well. Each set of Regional Maps include nine 11" x 17" maps and the 50-State Wall Maps are a full 24½" x 38". All are color coded with 7 vivid colors. County and metro areas are clearly defined for easy reference.

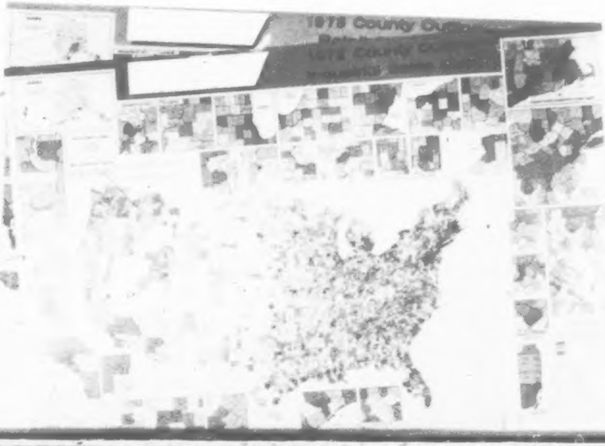
No sales manager or salesman who seriously wants to multiply his effectiveness and boost his success should proceed without a set of these All-New 1980 Sales Maps. They are nothing short of standard equipment for any successful sales operation.

All Sales Builders' Sales Maps are printed on durable, heavy duty stock that stands up to rugged use. Regional maps fold to a convenient 8½" x 11" size and are tabbed for easy reference.

NEW FOR 1980—LAMINATED WALL MAPS SUITABLE FOR USE WITH AN ERASABLE MARKER. CAN BE WIPED CLEAN. SEE ORDER CARD FOR DETAILS. THESE MAPS ARE NOW READY FOR RELEASE. THE PRESS RUN IS LIMITED. TO ASSURE IMMEDIATE DELIVERY FILL IN AND RETURN THE RESERVATION FORM BELOW NOW!

But don't delay—act now while the Reply Card is handy.

GIANT 50 STATE COUNTY OUTLINE WALL MAPS



Industrial and Retail Sales Maps include:

- Key market data on 3,105 counties or county equivalents
- 30 large scale inset maps relating data on 730 leading counties
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- 6 inset maps covering the mid-U.S. industrial complex

FULL SIZE: 24½" x 38"

Each set includes 9 different 7-color Regional maps. Each map shows the prime sales market, by county, for those states indicated in that Regional market. Plus each map provides the important data listed below.

Set of 9
Regional RETAIL SALES MAPS

- Location of every city with retail sales of $20 million or more
- Differences in county retail sales volume shown in 7 separate color tints
- Median Effective Buying Income (EBI) per household for all counties
- Counties exceeding their state's average for EBI per household

Set of 9
Regional INDUSTRIAL SALES MAPS

- Counties ranked among the first 250 and second 250 of 500 leading U.S. counties with respect to number of large plants (100 or more employees)
- Percentage of industrial shipments accounted for by manufacturing plants with 100 or more employees
- Total dollar volume of industrial shipments for each county shown by 7 separate color tints

- Tabbed for convenient filing and reference.
- All metro and U.S. county areas clearly defined.
- Special blow-up projections of all congested, small county areas, showing all county lines and metro areas.

FULL SIZE (11″ x 17″)

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633 Third Avenue, New York, N.Y. 10017

ALL-NEW '80 RETAIL AND INDUSTRIAL SALES MAPS

(STATES COVERED BY REGIONAL MAPS)

Map 1. New England States: onnecticut, Maine, Massachusetts, New Hampshire, Rhode sland, Vermont.

Map 2. Middle Atlantic tates: New Jersey, New York, ennsylvania.

Map 3. East North Central States: inois, Indiana, Michigan, Ohio, isconsin.

Map 4. West North Central tates: Iowa, Kansas, Minnesota, issouri, Nebraska, North Dakota, outh Dakota.

Map 5. South Atlantic States: elaware, District of Columbia, lorida, Georgia, Maryland, North arolina, Scuth Carolina, Virginia, est Virginia.

Map 6. East South Central States: labama, Kentucky, Mississippi, ennessee.

Map 7. West South Central tates: Arkansas, Louisiana, klahoma, Texas.

Map 8. Mountain States: Arizona, olorado, Idaho, Montana, evada, New Mexico, Utah, yoming.

Map 9. Pacific States: Alaska, alifornia, Hawaii, Oregon, ashington.

Sales Builders: Please send us our choice of 1980 Sales Maps in the quantities indicated:

Send us ____set(s) of Regional RETAIL Sales Maps
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1 Set of 9 maps	**$52.50**
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6 or more	**$42.50 ea.**

Send us ____50-State RETAIL Sales Map(s)
Send us ____50-State RETAIL Sales Map(s) laminated
Send us ____50-State INDUSTRIAL Sales Map(s)
Send us ____50-State INDUSTRIAL Sales Map(s) laminated

1 Map	**$26.50**
2-5 Maps	**$24.50 ea.**
6 or more	**$19.50 ea.**
1 Map (laminated)	**$28.50**
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NAME ____ TITLE ____
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(Please enclose check for purchases under $10)

RETAIL	INDUSTRIAL

GF01

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Note: We cannot mail maps to P.O. Boxes

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SALES & MARKETING MANAGEMENT
1980 County Outline
Industrial Sales Map
POPULATION CODE
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DENVER
KANSAS CITY
ST LOUIS
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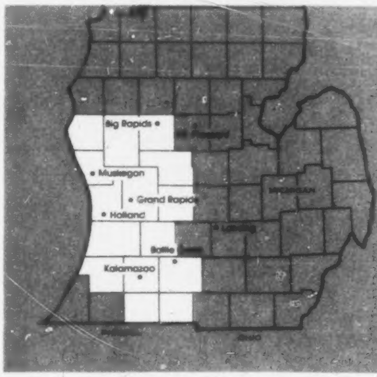
S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1979										Buying Power Index
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
MAINE											
BANGOR	343.4	118.0	1.0	2,021,664	1,188,668	307,254	110,942	41,913	229,873	37,433	.1337
PORTLAND-POLAND SPRING	835.1	292.9	3.8	5,331,968	3,475,494	801,588	352,539	103,489	638,967	87,513	.3576
PRESQUE ISLE	98.1	30.1	1.4	482,656	298,595	69,448	36,516	12,297	62,294	10,599	.0338
MARYLAND											
BALTIMORE	2,335.8	810.9	563.2	16,097,685	9,109,777	2,161,975	1,123,013	408,138	1,691,742	291,334	1.0162
SALISBURY	199.1	73.1	51.1	1,241,248	938,433	252,345	83,800	3[illegible],087	163,696	28,600	.0880
MASSACHUSETTS											
BOSTON	5,376.3	1,881.4	175.4	40,493,942	20,592,929	4,621,261	2,534,684	772,331	3,151,800	637,822	2.4324
SPRINGFIELD	653.2	228.5	31.1	4,483,981	2,395,411	623,300	244,601	73,[illegible]17	385,286	67,392	.2784
MICHIGAN											
ALPENA	43.7	15.2	.5	236,043	170,554	44,774	12,937	7,829	34,600	5,234	.0169
DETROIT	4,763.2	1,614.7	753.4	41,485,873	22,286,171	4,575,495	2,943,693	1,023,890	5,088,361	876,111	2.4650
FLINT-SAGINAW-BAY CITY	1,277.1	427.3	104.7	9,461,944	5,470,109	1,150,245	763,831	243,272	1,251,220	185,986	.5928
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,556.9	530.6	95.3	9,734,901	6,162,374	1,083,984	1,121,204	272,657	1,256,412	147,925	.6495
LANSING	409.5	208.7	31.9	4,750,916	2,485,266	421,705	487,321	101,343	533,839	52,263	.2858
MARQUETTE	154.0	53.7	2.6	757,385	537,087	133,581	43,739	17,627	95,362	11,197	.0554
TRAVERSE CITY-CADILLAC	388.0	136.4	3.4	1,918,177	1,654,963	398,072	104,145	53,193	302,431	50,503	.1501

ACTIVE
WKZO-TV
3

WKZO-TV.
Go with it!

Source: Arbitron ADI, May 1980



WKZO-TV ADI

WKZO-TV IS FIRST
IN THE NATION'S 37th TV MARKET

The people in Greater Western Michigan are Active people and they're moving with WKZO-TV. Just look at the numbers. GRAND RAPIDS—KALAMAZOO—BATTLE CREEK TV MARKET.

- 39th in effective buying income—more than $8.7 billion.
- 35th in food store sales—nearly $1.3 billion.
- 34th in supermarket sales—$1.2 billion.
- 37th in total retail sales—nearly $5.4 billion.

Reach your prime target audience in Grand Rapids—Kalamazoo—Battle Creek with the market's leading station.

WKZO-TV ranks first from 9 a.m. to Midnight, Sunday through Saturday in

- Metro & ADI Share
- TV Households
- Total Women
- Total Men
- Adults 18+

Arbitron ADI May 1980
Sales & Marketing Management's Data Service 1979

AM - TV - FM
A Felzer Station

WKZO-TV
Channel 3 A CBS Affiliate 100,000 WATTS 1000 FT. TOWER
KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Avery-Knodel Television National Representatives

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1979										Buying Power Index
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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MINNESOTA											
ALEXANDRIA	236.9	83.0	.0	1,309,869	828,223	170,460	49,512	28,147	150,213	25,728	.0898
DULUTH-SUPERIOR	474.7	173.3	1.5	3,091,905	1,856,068	401,346	208,090	61,365	293,810	51,894	.2018
MANKATO	106.5	36.8	.5	785,623	486,470	102,212	46,362	21,039	108,434	15,652	.0502
MINNEAPOLIS-ST. PAUL	2,950.9	1,011.1	35.4	22,382,947	12,882,869	2,271,146	1,889,422	496,539	2,425,258	354,264	1.3929
ROCHESTER-MASON CITY-AUSTIN	397.0	140.3	1.3	2,881,500	1,623,729	295,109	168,369	65,492	371,250	52,658	.1797
MISSISSIPPI											
BILOXI-GULFPORT-PASCAGOULA	160.6	50.1	29.0	916,566	604,549	135,861	101,993	27,400	123,204	18,936	.0632
COLUMBUS-TUPELO	372.3	123.8	109.2	1,930,071	1,220,283	309,234	129,717	52,315	283,474	36,449	.1347

How To Reach Kansas City's Radio & TV Audience

The best way to reach Kansas City's radio and TV audience is with one easy newspaper buy. That's because the Times and Star reach more people every day than are reached by the total prime time TV audience from 7-10 PM. The Times and Star also reach more Kansas City adults than are reached by all radio stations, even during morning and afternoon drive time.

In fact, according to survey by Belden Associates of Dallas, Texas, the highest rated Kansas City TV station only reaches 15% of the adult population during its best time period. The top rated radio station reaches only 10% during its best time period.

The Kansas City Times and Star cover the area's prime consumers like no other medium can, reaching 558,000 daily and 658,000 Sunday readers.

Every day, 70% of Kansas City adults living in households with yearly incomes of $25,000 and above read the Times / Star. On Sunday, that figure rises to 78%. Coverage of the prime 18-49 consumer group is 56% daily and 70% on Sunday. In addition, 74% of area college graduates are daily readers and 84% are Sunday Star readers. The Times and Star also deliver working women with 60% daily and 71% Sunday readership. During any point in a day, 6 out of 10 TV viewers are also Times/Star readers.

When you need to reach Kansas City, do it through the Times and Star. Kansas City's dominant medium.

KANSAS CITY
Times/STAR
1729 Grand Avenue
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Source: Belden Associates "Continuing Market Study" 1979

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1979										Buying Power Index
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MS (cont.)											
GREENWOOD GREENVILLE	149.1	44.3	89.2	621,704	358,705	116,436	27,330	13,650	69,356	12,194	.0447
JACKSON	815.7	260.9	358.2	4,349,575	2,951,481	716,994	382,053	133,204	732,044	91,098	.3078
LAUREL-HATTIESBURG	229.5	76.0	64.4	1,143,242	796,723	184,565	103,599	38,721	177,866	30,159	.0827
MERIDIAN	199.0	67.2	76.1	975,933	664,006	177,747	83,132	24,707	133,297	18,766	.0707
MISSOURI											
COLUMBIA-JEFFERSON CITY	409.1	144.3	23.9	2,507,507	1,638,013	338,700	165,541	65,092	361,755	43,862	.1702
JOPLIN-PITTSBURG	422.6	165.2	6.9	2,478,349	1,538,570	338,571	163,468	64,283	358,777	46,504	.1670
KANSAS CITY	1,887.9	693.7	181.2	14,999,932	8,052,294	1,546,359	1,189,454	311,300	1,809,877	207,243	.9057
ST. JOSEPH	137.6	52.4	3.9	865,417	567,867	116,513	79,798	25,151	108,872	18,188	.0582
ST. LOUIS	2,941.4	1,014.0	370.3	21,310,766	11,896,089	2,729,490	1,721,266	474,755	2,419,053	323,137	1.3260
SPRINGFIELD	680.7	252.9	8.7	3,706,029	2,494,075	514,420	265,605	100,724	569,909	61,873	.2597
MONTANA											
BILLINGS	179.8	65.3	.3	1,143,711	878,043	165,321	111,733	37,179	166,770	37,191	.0811
GREAT FALLS	191.1	68.2	2.0	1,238,215	784,040	149,906	76,310	32,502	174,105	32,433	.0821
HELENA	42.4	15.5	.1	268,683	214,395	48,720	22,205	11,094	40,972	6,467	.0193
MILES CITY-GLENDIVE	30.7	10.6	.0	210,561	141,080	29,532	4,431	4,776	23,541	5,431	.0138
MISSOULA-BUTTE	306.7	111.1	.8	1,828,695	1,326,987	267,278	91,163	65,573	265,325	50,922	.1295
NEBRASKA											
LINCOLN-HASTINGS-KEARNEY	653.1	243.7	4.5	4,669,490	2,493,345	462,903	314,073	101,366	478,091	57,915	.2873
NORTH PLATTE	49.1	18.2	.0	336,449	216,601	38,765	34,049	10,256	39,509	4,600	.0222
OMAHA	934.1	327.2	49.0	6,822,309	3,484,930	720,219	439,062	175,789	769,373	112,142	.4131
NEVADA											
LAS VEGAS	403.4	147.2	42.2	3,165,390	2,177,806	442,040	298,132	82,846	449,987	85,878	.2077
RENO	337.0	128.6	5.4	2,835,374	1,845,465	314,273	162,497	84,478	363,313	155,350	.1804
NEW MEXICO											
ALBUQUERQUE	901.4	301.1	12.6	5,430,032	3,519,153	738,711	386,735	173,910	741,603	105,982	.3677
FARMINGTON	79.5	25.0	.3	449,757	325,318	76,456	32,325	7,708	84,912	7,432	.0320
ROSWELL	149.3	52.0	6.9	1,007,721	568,095	120,931	57,584	23,677	137,680	17,237	.0637
NEW YORK											
ALBANY-SCHENECTADY-TROY	1,252.6	450.8	60.7	8,662,697	4,861,628	1,204,255	524,721	163,342	817,552	144,536	.5449
BINGHAMTON	419.9	150.8	11.1	2,535,315	1,530,542	367,369	140,762	59,073	320,177	59,606	.1680
BUFFALO	1,763.2	638.3	152.4	11,991,773	6,416,188	1,614,136	950,877	243,130	1,284,719	250,548	.7467
ELMIRA	238.8	85.0	10.7	1,467,532	818,432	196,728	108,768	26,292	160,476	30,806	.0945
NEW YORK	18,158.6	6,579.7	2,786.1	150,327,154	64,257,146	15,589,510	8,044,476	3,032,538	8,600,786	1,696,616	8.4552
ROCHESTER	928.2	334.8	80.2	7,498,897	3,857,628	864,960	473,561	144,759	794,715	135,414	.4458
SYRACUSE	1,016.1	349.5	55.3	6,924,253	3,778,340	993,111	390,099	142,843	742,130	198,324	.4334
UTICA	294.1	105.9	12.0	1,766,516	1,044,141	263,500	125,697	30,844	178,804	53,710	.1163
WATERTOWN-CARTHAGE	233.4	78.3	2.5	1,306,187	778,026	194,399	71,965	24,081	153,620	44,290	.0876
NORTH CAROLINA											
CHARLOTTE	1,621.1	553.9	315.7	10,854,269	5,836,035	1,352,447	679,499	305,340	1,301,420	215,237	.6787
GREENSBORO-WINSTON SALEM-HIGH POINT	1,192.1	423.0	211.7	8,233,643	4,509,624	955,109	521,593	266,888	983,431	175,044	.5148
GREENVILLE-NEW BERN-WASHINGTON	612.8	192.2	196.8	3,269,298	1,872,364	435,034	194,209	118,945	432,199	51,689	.2190
RALEIGH-DURHAM	1,504.6	500.3	450.9	9,249,282	5,097,759	1,174,589	676,979	263,294	998,316	139,066	.5941
WILMINGTON	428.0	143.7	121.0	2,370,465	1,563,077	350,031	197,587	72,701	305,742	52,242	.1647

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1979										
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM/ARB TV (ADI) MARKET	Total Pop (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
NORTH DAKOTA											
FARGO	597.0	203.7	1.4	3,979,143	2,418,324	407,888	180,813	101,175	497,853	76,046	.2582
MINOT-BISMARCK-DICKINSON	386.7	126.7	1.7	2,445,735	1,461,835	272,511	121,703	53,827	340,487	48,152	.1604
OHIO											
CINCINNATI	1,924.8	669.3	183.1	13,918,591	7,290,071	1,776,741	1,039,998	303,650	1,346,458	234,578	.8502
CLEVELAND	3,865.1	1,340.0	453.5	29,771,664	15,999,241	3,689,872	2,290,352	617,657	3,262,856	539,195	1.8095
COLUMBUS	1,647.3	576.4	146.9	11,646,182	6,423,361	1,378,712	912,765	258,305	1,374,759	180,055	.7257
DAYTON	1,265.9	438.4	125.2	9,287,968	4,914,330	1,078,354	746,584	204,607	1,041,312	117,717	.5669
LIMA	106.8	36.5	10.3	787,791	531,959	97,450	116,823	20,445	88,590	16,678	.0519
TOLEDO	1,165.6	410.6	69.0	8,878,699	4,688,662	1,067,108	563,065	192,061	971,305	153,795	.5379
YOUNGSTOWN	673.5	219.9	64.9	4,673,427	2,631,908	594,327	423,988	108,829	545,738	81,475	.2939
ZANESVILLE	82.5	29.1	4.8	506,860	301,474	71,976	39,103	9,968	55,962	8,992	.0333
OKLAHOMA											
ARDMORE-ADA	173.7	67.4	12.2	987,356	516,507	150,149	49,678	19,769	114,767	11,976	.0636
OKLAHOMA CITY	1,374.5	520.8	104.1	9,636,528	5,466,376	1,219,184	627,670	284,119	1,279,138	124,717	.6064
TULSA	1,042.2	397.5	91.6	7,103,653	4,105,283	959,779	516,886	212,588	919,540	82,320	.4524
OREGON											
BEND	56.1	21.0	.0	394,904	318,895	69,192	15,581	14,695	67,919	15,931	.0280
EUGENE	420.0	151.6	1.5	2,837,047	1,882,837	380,377	224,960	91,010	433,491	79,356	.1890
MEDFORD	289.5	110.4	1.8	1,861,469	1,336,566	286,035	134,775	65,307	298,848	43,953	.1287
PORTLAND	1,942.6	719.2	28.6	14,505,779	8,381,227	1,513,999	1,398,960	463,497	1,696,682	271,494	.9066
PENNSYLVANIA											
ERIE	399.3	133.7	15.8	2,480,068	1,725,593	268,150	202,039	64,756	315,421	48,552	.1711
HARRISBURG-YORK-LANCASTER-LEBANON	1,320.9	468.8	58.6	9,937,109	5,362,762	1,198,948	651,928	244,451	984,721	143,303	.6075
JOHNSTOWN-ALTOONA	778.0	269.4	15.1	4,892,187	2,925,520	656,477	363,070	117,579	626,673	74,986	.3203
PHILADELPHIA	6,850.7	2,389.3	1,087.2	53,934,388	26,102,039	5,747,726	3,460,375	1,145,930	4,535,427	727,203	3.1666
PITTSBURGH	3,362.2	1,186.8	216.1	23,477,750	12,622,074	2,806,536	1,952,582	524,664	2,644,167	367,845	1.4549
WILKES BARRE-SCRANTON	1,305.4	468.5	19.4	7,857,970	4,460,323	1,082,336	554,932	165,373	838,637	145,524	.5113
RHODE ISLAND											
PROVIDENCE	1,658.5	580.8	46.8	11,370,289	5,610,629	1,280,855	686,993	232,172	953,454	171,388	.6906
SOUTH CAROLINA											
CHARLESTON	523.8	162.2	197.2	2,884,770	1,696,723	405,442	217,626	83,461	324,972	48,600	.1939
COLUMBIA	666.8	202.4	243.4	3,951,396	2,275,540	517,643	287,785	103,447	469,425	64,797	.2590
FLORENCE	252.3	80.1	103.8	1,338,046	813,167	207,680	93,299	38,377	150,532	26,849	.0915
GREENVILLE-SPARTANBURG-ASHEVILLE	1,510.2	533.7	262.2	9,405,671	5,357,847	1,305,417	599,602	236,447	1,088,932	200,209	.6079
SOUTH DAKOTA											
RAPID CITY	228.4	79.7	1.8	1,495,200	964,064	200,403	79,410	41,855	191,045	25,015	.0994
SIOUX FALLS-MITCHELL	609.6	212.2	.6	4,001,039	2,384,681	438,544	184,721	90,747	489,758	99,288	.2590
TENNESSEE											
BRISTOL-KINGSPORT-JOHNSON CITY	733.6	250.8	26.7	3,795,556	2,437,351	589,316	284,073	103,593	540,457	60,683	.2665
CHATTANOOGA	741.2	272.1	76.1	4,507,857	2,685,835	644,357	319,116	146,897	564,607	80,597	.2969
JACKSON	115.3	40.5	27.2	660,418	464,804	105,722	75,098	19,340	97,857	10,891	.0465
KNOXVILLE	1,068.8	367.6	55.1	6,014,032	3,823,240	904,017	471,837	182,806	777,083	121,130	.4117
MEMPHIS	1,689.8	557.9	604.9	9,577,292	5,586,008	1,373,750	651,779	248,487	1,249,589	174,007	.6368
NASHVILLE	1,725.4	605.6	220.3	10,831,551	6,398,785	1,44[illegible],492	706,128	309,300	1,566,622	190,011	.7064

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1979										
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)	Buying Power Index
TEXAS											
ABILENE-SWEETWATER	290.1	109.8	15.0	1,938,840	1,237,504	276,475	108,158	48,991	313,049	33,838	.1277
AMARILLO	451.0	162.7	19.1	3,378,486	2,074,871	464,386	184,085	99,763	521,465	56,040	.2145
AUSTIN	617.4	208.3	71.7	4,325,093	2,636,480	595,934	314,219	123,249	499,727	62,081	.2781
BEAUMONT-PORT ARTHUR	431.0	154.3	93.6	3,283,552	1,951,120	456,756	223,316	94,368	452,470	51,793	.2066
CORPUS CHRISTI	442.1	139.8	21.1	2,657,363	1,883,703	503,468	200,354	81,573	445,476	44,704	.1857

WHAT SELLS IN THE NORTHWEST?

Seattle
KOMO
WASHINGTON
OREGON
Portland
KATU

Fisher Broadcasting knows. For two years, we've been tracking retail buying and selling in the Northwest. Brand names. Share of market. Chief shoppers. Where purchased. Media habits. And more. For all the product categories shown below. And, because the Northwest's leading retailers help us select the categories measured, we know the most about what they want to sell too.

AIRLINES
AUTOMOTIVE
Motor oil
Mufflers*
Batteries
Shocks
Tires
General accessories
Tune-up parts
Engine parts
Specialized equipment
CHILDREN'S APPAREL
Infant/toddlers
Boys clothing
Girls clothing
Boys/girls shoes
COSMETICS
Facial or skin treatments
Color makeups
Perfume/cologne
DOMESTICS AND LINENS
FAST FOOD RESTAURANTS
GROCERY STORES
HOME FURNISHINGS
Furniture
Rugs/carpeting
Floor covering
Draperies/curtains
HOME IMPROVEMENTS
Construction items
Paint
Electrical supplies
Shop tools
Hardware accessories*
Wallpaper*
Insulation/weatherstripping
Plumbing supplies
JEWELRY
Watches
Fine jewelry
Costume/fashion jewelry
LAWN AND GARDEN
Plants
Outdoor power tools
Fertilizer/chemicals
MAJOR HOUSEHOLD APPLIANCES
MATTRESSES/WATERBEDS
MEN'S APPAREL
Suits
Sport coats
Dress slacks
Top coat/rainwear
Shoes
Active sportswear
Dress shirts
Basic furnishings
Casual pants/jeans
Casual shirt/top*
Sweaters
PHOTOGRAPHIC EQUIPMENT
35mm camera
Pocket camera
Photographic accessories
Film
Film processing
SIT DOWN RESTAURANTS*
SMALL ELECTRIC APPLIANCES
SPORTING GOODS
Athletic shoes/footwear*
Ski equipment/clothing*
Hunting/fishing/camping equipment*
Other sporting goods*
STEREO AND TAPE EQUIPMENT
TELEVISION SETS
WOMEN'S APPAREL
Active sportswear
Sportswear/separates
Tops and blouses*
Dresses
Jeans
Pants
Shoes/boots
Lingerie and foundations
Coat/jacket
Fashion accessories
Hosiery
Sweaters
Loungewear/sleepwear

*Audited in Seattle only

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S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARB TV (ADI) MARKET	S&MM ESTIMATES 1979										Buying Power Index
	POPULATION—12/31/79			EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop (Thous.)	Total Households (Thous.)	Black Pop (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	
TX (cont.)											
DALLAS-FT. WORTH	3,356.8	1,205.0	476.9	27,544,056	15,879,090	2,980,509	1,974,134	786,287	3,905,799	623,981	1.6911
EL PASO	607.8	182.9	21.9	3,519,993	2,228,994	470,219	330,577	146,232	456,970	68,846	.2393
HOUSTON	3,236.7	1,131.4	653.7	27,947,904	16,309,557	3,515,714	2,233,742	712,362	3,975,120	395,029	1.7062
LAREDO	95.6	27.4	2.5	396,113	461,803	105,103	82,947	34,232	54,095	12,634	.0365
LUBBOCK	402.5	139.6	28.8	2,849,055	1,807,630	388,724	175,591	92,717	484,671	41,213	.1854
MCALLEN-BROWNSVILLE	474.9	130.7	7.5	1,975,439	1,736,972	454,606	283,510	106,183	287,445	40,127	.1627
ODESSA-MIDLAND	335.4	113.8	21.6	2,503,467	1,734,329	383,487	169,736	73,157	440,462	29,605	.1661
SAN ANGELO	86.7	32.3	4.2	599,326	444,005	92,356	49,271	18,820	128,525	5,769	.0415
SAN ANTONIO	1,369.0	437.3	93.0	8,515,129	4,977,724	1,177,957	707,421	228,646	1,001,230	103,120	.5552
TYLER	235.1	83.9	58.3	1,539,443	1,102,113	265,558	119,638	60,865	239,838	30,928	.1060
VICTORIA	64.9	20.7	5.9	432,638	374,835	72,093	51,514	19,622	95,407	8,974	.0320
WACO-TEMPLE	568.9	196.0	95.9	3,520,516	2,111,150	468,932	219,680	92,868	501,251	66,355	.2315
WICHITA FALLS-LAWTON	456.0	164.2	37.7	2,974,699	1,614,341	370,144	178,298	82,731	410,216	39,243	.1875
UTAH											
SALT LAKE CITY	1,508.1	463.9	11.8	9,378,313	5,463,723	1,107,481	732,519	299,502	1,175,161	158,947	.6107
VERMONT											
BURLINGTON-PLATTSBURGH	587.1	199.5	7.5	3,488,279	2,053,335	475,292	197,233	65,026	380,243	53,919	.2300
VIRGINIA											
CHARLOTTESVILLE	91.4	32.2	14.4	621,259	421,972	95,383	57,483	21,654	62,199	14,616	.0417
HARRISONBURG	102.3	34.5	4.4	544,617	318,188	87,369	28,598	15,498	49,120	7,849	.0365
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,430.7	461.0	410.4	8,704,404	4,992,191	1,118,364	657,475	280,838	994,855	130,811	.5665
RICHMOND	1,086.5	375.8	303.5	7,379,218	4,186,759	934,508	564,809	191,947	811,122	148,341	.4677
ROANOKE-LYNCHBURG	1,008.4	353.5	174.8	5,833,232	3,607,774	903,926	426,366	161,347	703,384	120,527	.3931
WASHINGTON											
SEATTLE-TACOMA	2,666.6	991.7	77.2	21,948,800	11,805,495	2,445,934	1,359,978	620,564	2,300,596	466,535	1.3176
SPOKANE	866.1	312.3	6.0	6,018,039	3,132,978	735,826	295,111	149,322	635,616	139,893	.3702
YAKIMA	421.2	148.8	5.2	3,020,626	1,829,052	398,284	185,786	84,619	384,679	94,496	.1933
WEST VIRGINIA											
BLUEFIELD-BECKLEY-OAK HILL	367.9	125.8	34.5	2,158,662	1,376,491	364,750	148,318	63,040	316,648	37,078	.1463
CHARLESTON-HUNTINGTON	1,427.4	482.6	39.9	8,306,500	5,020,496	1,256,817	610,828	239,972	1,116,224	158,556	.5552
CLARKSBURG-WESTON	222.9	79.6	2.2	1,178,739	635,941	166,213	60,818	28,326	158,171	20,476	.0782
PARKERSBURG	92.8	32.5	1.1	690,348	450,891	89,233	98,088	19,159	97,751	10,280	.0451
WHEELING-STEUBENVILLE	451.0	159.7	14.7	3,012,248	1,552,796	388,477	208,419	69,617	315,057	41,947	.1861
WISCONSIN											
GREEN BAY	995.2	335.0	1.5	6,287,169	3,692,224	779,314	507,655	156,328	745,359	90,469	.4082
LA CROSSE-EAU CLAIRE	430.8	146.0	.6	2,511,564	1,633,779	309,357	198,267	64,663	301,106	42,454	.1717
MADISON	526.7	189.6	5.2	3,913,439	2,345,888	418,919	225,340	115,395	436,367	52,532	.2477
MILWAUKEE	1,908.2	663.7	119.0	14,745,117	7,851,794	1,764,464	1,065,756	368,561	1,460,825	228,815	.8932
WAUSAU-RHINELANDER	426.2	142.8	.2	2,673,493	1,617,981	356,404	153,600	58,505	317,452	33,595	.1760
WYOMING											
CASPER-RIVERTON	140.7	48.6	.9	1,097,103	768,440	148,698	53,530	37,962	177,700	22,482	.0727
CHEYENNE	158.2	57.8	2.2	1,161,211	685,711	129,845	67,320	32,051	127,219	13,791	.0732
UNITED STATES (ADI AREAS)	220,476.2	77,933.7	25,829.4	1,609,690,010	882,841,165	194,750,468	111,564,511	40,697,122	174,937,692	28,412,453	99.4654

Section F

Data in this *Survey of Buying Power—Part II* have been organized into six sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

S&MM's Canadian Metropolitan Market Projections to 1984

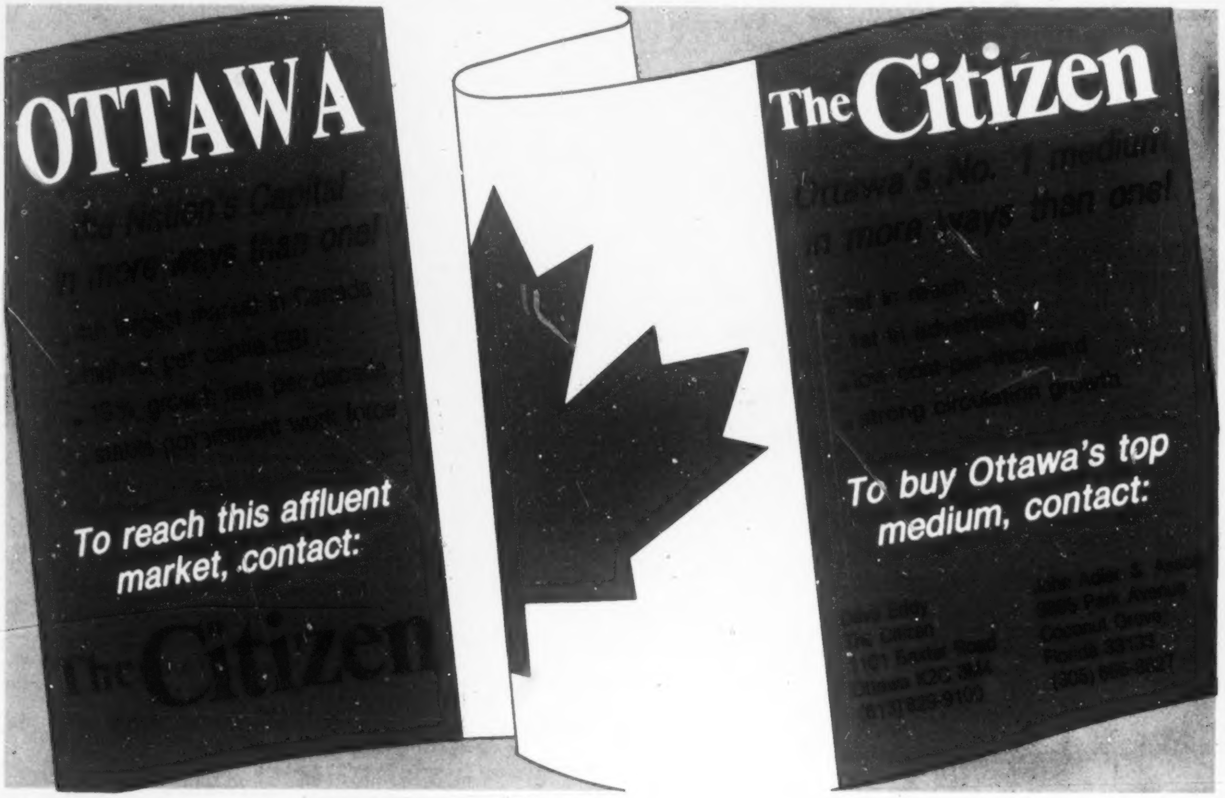
By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

No sooner had U.S. marketers breathed a collective sigh of relief over the resolution of one Canadian political crisis than they were confronted with another. In May, the populace of Quebec voted against provincial independence, but almost simultaneously there arose mutterings from the rapidly growing West.

Whereas the issue of Quebec's separatism was largely cultural, however, the new dispute is basically economic. At stake is control of the rich oil and gas deposits in British Columbia, Saskatchewan, and, especially, Alberta. These resources become more valuable each time OPEC nudges world oil prices upward.

Triggering the latest flare-up is *patriation*, a word that marketers will hear more often in the months ahead. To Canadians, it means "bringing home," and in this case it refers to the country's constitution. Since 1867, fundamental law has been based on the British North American Act, which granted self-government to Canada. However, because Ottawa and the ten provinces have never agreed on terms by which the constitution could be amended, it has remained with the British Parliament, which still has authority over some areas of Canadian life.

Prime Minister Pierre Elliott Trudeau, wanting to change all that, has asked the Canadian Parliament, which his Liberal Party dominates, to set in motion a process that would have the British Parliament transfer all powers to Ottawa. The western provinces are opposed to the move, fearing that Ottawa will draw up a constitution that gives it complete control



over development of energy resources.

Under today's precarious balance of power, Ottawa controls oil prices through its tax levies and ability to set interprovincial rates. The provinces control the production of oil. Having campaigned on a pledge to curb gasoline prices at the pump, Trudeau wants to keep prices down, but the western provinces, chafing at the growing spread between domestic and world prices, want to raise prices at the wellhead.

While the energy conflict is the latest outcropping of the East vs. West fissure that has divided Canada since British Columbia talked of joining the U.S. in 1871, the current dispute has a new wrinkle. Because of promising offshore deposits of oil and gas, Nova Scotia and Newfoundland, two of the country's have-not provinces in the East, have thrown in their lot with Alberta.

All this is of more than idle concern to U.S. marketers because it is the energy-rich West that sparked Canadian growth in the 1970s. Of the four major regions, the West was the only

(continued on page 176)

Why we moved to Edmonton.

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- Clean Air
- Sunshine
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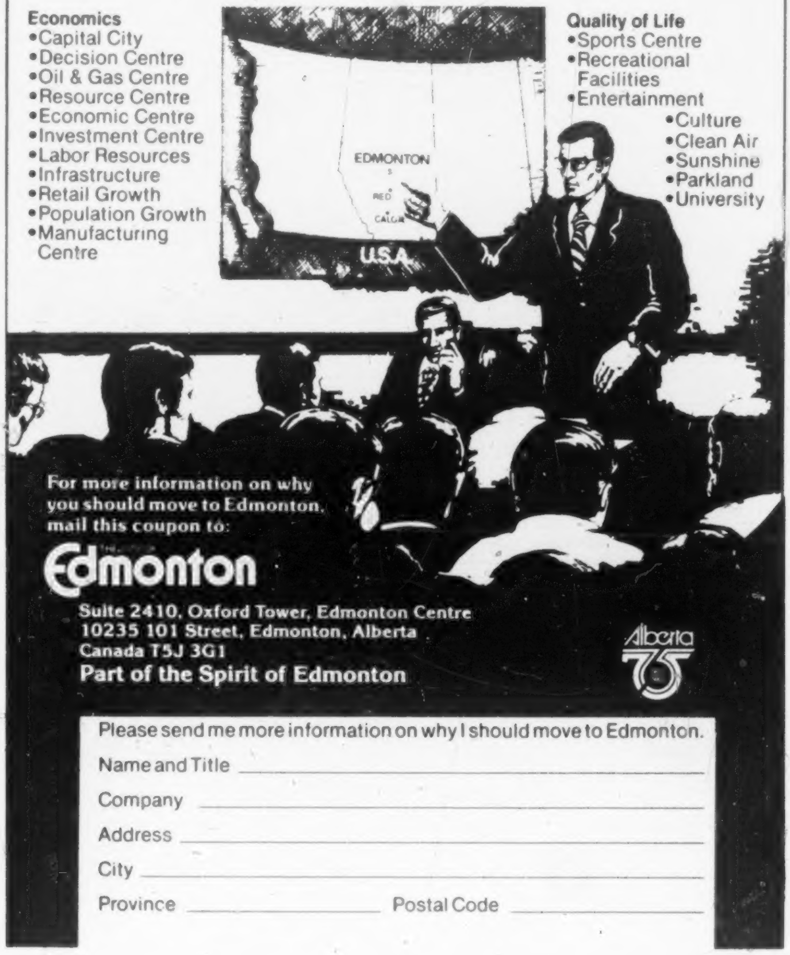
- University



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Caution: 1984 EBI projections for Canada

Effective Buying Income (EBI) estimates for Canadian counties are based on Census Economic Characteristics and Taxation Statistics reports, published by the Canadian government. Although the 1976 Census of Population redefined the legal boundaries of counties and cities, Taxation Statistics has not yet made this change and therefore does not provide the basic information required for making income projections to 1984. Nor has Canada yet released the Economic Characteristics report from the 1976 census.

Market Statistics, the research subsidiary of Bill Communications that prepares S&MM's *Survey of Buying Power* and *Survey II*, has tried to compensate for this lack of information by using the provincial totals provided by Taxation Statistics. Therefore, in projecting EBI per household to 1984 it makes *the assumption that every metropolitan area within the province will follow the same trend as the province itself.* The projected income per household of the metropolitan area is then multiplied by the projected number of households of the area to arrive at the projected 1984 total EBI. As a result, the 1984 EBI per household and total EBI data for the metropolitan areas are not directly comparable with last year's figures for plotting growth rates.

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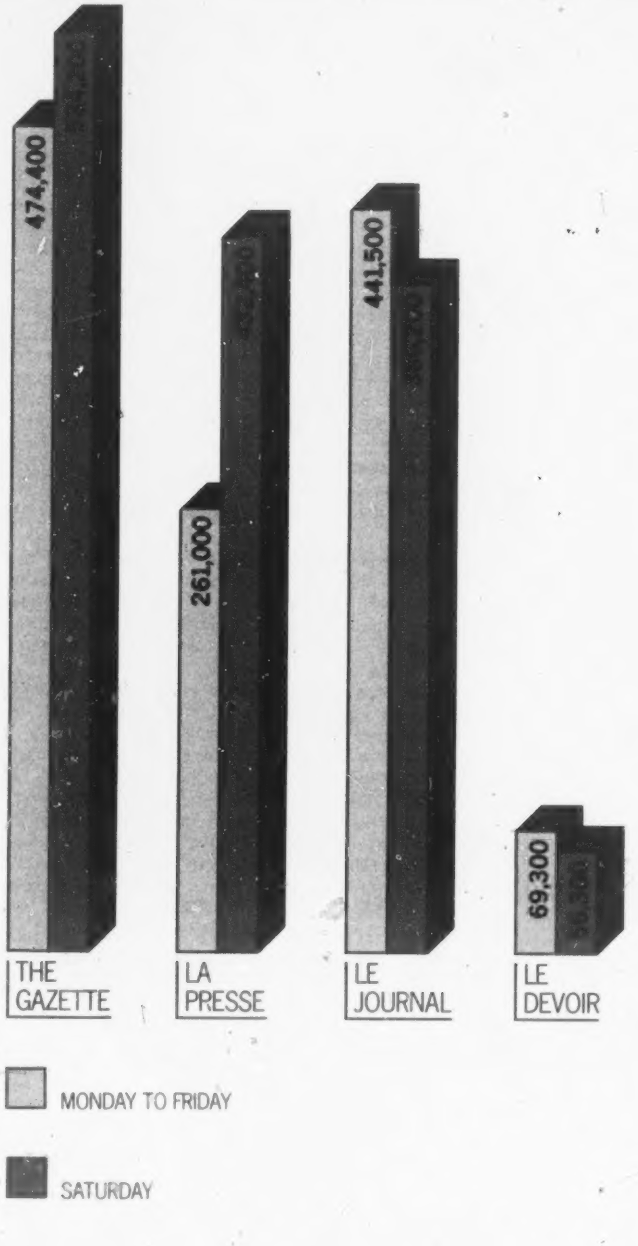

That's just one of the important facts that came out of a recent study* commissioned by Montreal's four dailies.

Another fact is that 75% more adults whose family income exceeds $35,000 read The Gazette than the second ranking paper.

And, like our city, our readers are cosmopolitan, with almost 30% of them speaking a language other than English in the home.

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*Study based on 2562 completed interviews with adults 18 and over in the Montreal C.M.A. by Canadian Facts Limited. Data on-line with I.M.S.

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Guide to using S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	1984	1979	1984
	1		2	3	4	5	6	7		8	9	10		11	

1 Updated from 1976 population census, **Total Population** is a head-count estimate of all **persons** living in the market at the end of the year. Includes the institutional population living in group quarters such as colleges and hospitals, and armed forces personnel (and their dependents) permanently stationed in the area; excludes tourists and transients. The 1984 projection is a straight-line projection based on the assumption that trends of recent years will continue.

2 Percent change between 12/31/79 and 12/31/84. The earlier year is the base period. A minus sign indicates a decline.

3 Households are units made up of families or unrelated individuals occupying a house, an apartment or other group of rooms, or a room regarded as a housing unit under the 1976 population census rules. The members of a household need not be related, and a single person living alone is also counted as a household. The 12/31/84 projection is based on population trends that will affect household size. After estimating average household size in 1984, this figure is divided into projected population to get expected number of households.

4 Percent change in the number of households between 12/31/79 and 12/31/84. The earlier year is the base period. A minus sign indicates a decline.

5 Expressed in **Canadian dollars, Effective Buying Income (EBI)** is a classification exclusively developed by Sales & Marketing Management. It is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, provincial, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel stationed overseas is removed from this total to arrive at Effective Buying Income. EBI for 1984 is stated in current dollars.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying income groups, as reported in the July 28th *Survey of Buying Power*, should be considered.

6 Percent change in total EBI between 1979 and 1984, with 1979 as the base year, of a market's total EBI. A minus sign indicates a decline.

7 Average Household Effective Buying Income is calculated by dividing the number of households into the total EBI. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because the EBI of the institutional population is included in a market's total EBI, and such persons are not included in the household count, this in effect makes the average artificially higher than the average income of the actual households.

8 Total retail sales, updated from the 1971 retail trade census, are expressed in **Canadian dollars** and are net sales (minus refunds and allowances for returns) of stores engaged primarily in retail trade. Sales taxes collected from customers and receipts from repairs or other services are included. On the other hand, retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as by the purchase by nonhousehold units, such as businesses, and by the inhabitants of group quarters. They are actually a measure of the drawing power of local retail establishments. Retail sales for 1984 are stated in current dollars.

9 Percent change between 1979 and 1984, with 1979 as the base year, of a market's total retail sales. A minus sign indicates a decline

10 Retail Sales Per Household is a mathematical average calculated by dividing the market's total households into total retail sales. However, it should be used with caution because retail sales can include purchases by nonhousehold units within the market (such as businesses and residents of group quarters) as well as by households not domiciled within the market.

11 Buying Power Index (BPI) is a weighted index that converts three basic elements—population, EBI, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the Canadian potential. It is calculated by giving a weight of 5 to the market's share of total Canadian EBI, 3 to its share of total Canadian retail sales, and 2 to its share of total Canadian population. The total of those weighted percents is then divided by 10 to arrive at the BPI. However, depending upon what your research has revealed about buyers of your products, you can construct your own customized BPI by using any of the factors contained in the tables and assigning to them what you think are relevant weights.

S&MM's CANADIAN PROVINCIAL PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
Province	12/31/79 Total Pop. (Thous.)	12/31/84 Total Pop. (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	1984	1979	1984
Alberta	2,039.5	2,266.9	11.1	796.6	17.1	29,649,671	81.4	24,036	37,220	14,852,933	70.0	12,845	18,645	9.4597	10.3329
British Columbia	2,593.0	2,812.1	8.4	1,021.2	10.0	33,766,018	61.1	22,575	33,065	14,871,090	47.3	10,870	14,562	11.7148	11.4841
Manitoba	1,027.1	1,024.5	–.3	375.6	6.9	10,604,619	47.0	20,529	28,234	4,725,744	47.4	9,123	12,582	4.0492	3.7337
New Brunswick	705.1	730.4	3.6	235.6	9.4	6,474,279	62.0	18,551	27,480	3,040,452	48.5	9,768	12,905	2.4750	2.4000
Newfoundland	578.9	614.3	6.1	166.5	13.0	4,766,090	62.8	19,878	28,625	2,076,852	36.0	10,364	12,474	1.8605	1.7916
Nova Scotia	850.7	881.7	3.6	299.5	11.7	9,075,207	69.7	19,950	30,301	3,894,596	44.3	10,064	13,004	3.1921	3.1648
Ontario	8,529.8	8,849.8	3.8	3,103.9	6.9	109,991,434	58.9	23,840	35,437	47,967,838	59.7	10,347	15,454	37.4625	37.0490
Prince Edward Island . . .	123.3	127.7	3.6	39.8	7.9	1,103,229	62.7	18,374	27,719	517,827	34.9	10,406	13,011	.4327	.4115
Quebec	6,313.4	6,374.4	1.0	2,284.6	9.2	73,264,276	67.9	20,845	32,069	33,269,726	58.3	10,044	14,563	25.1558	25.3687
Saskatchewan	961.7	999.9	4.0	387.1	20.3	11,938,699	77.4	20,912	30,841	5,081,534	50.6	10,485	13,127	3.9184	4.0243
Yukon & N.W. Territories	65.2	64.4	–1.2	17.9	1.7	735,429	42.5	29,316	41,085	266,386	20.9	12,516	14,882	.2793	.2394
ALL CANADA TOTAL .	**23,787.7**	**24,746.1**	**4.0**	**8,728.3**	**9.6**	**291,368,951**	**64.1**	**22,297**	**33,382**	**130,564,978**	**56.6**	**10,473**	**14,959**	**100.0000**	**100.0000**

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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979-1984	12/31/84 Total Households (Thous.)	% Change 1979-1984	1984 Total EBI ($000)	% Change 1979-1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979-1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
ALBERTA															
Calgary	609.2	698.7	14.7	255.3	20.8	9,474,057	87.0	23,971	37,110	4,925,948	73.0	13,471	19,295	2.9636	3.3223
Edmonton	690.7	769.3	11.4	277.0	17.3	10,378,384	81.5	24,202	37,467	5,470,972	70.6	13,576	19,751	3.3441	3.6598
TOTAL ABOVE AREAS	1,299.9	1,468.0	12.9	532.3	18.9	19,852,441	84.1	24,093	37,296	10,396,920	71.7	13,527	19,532	6.3077	6.9821
PROVINCE TOTALS	2,039.5	2,266.9	11.1	796.6	17.1	29,649,671	81.4	24,036	37,220	14,852,933	70.0	12,845	18,645	9.4597	10.3329
BRITISH COLUMBIA															
Kamloops	94.6	105.2	11.2	35.9	13.2	1,305,733	66.9	24,683	36,371	670,119	59.4	13,262	18,666	.4511	.4631
Kelowna	83.3	110.2	32.3	40.0	34.7	1,210,415	98.5	20,535	30,260	453,327	53.4	9,949	11,333	.3482	.4008
Prince George	85.3	98.8	15.8	31.7	17.8	1,190,204	73.7	25,479	37,546	596,574	55.5	14,261	18,819	.4027	.4213
Vancouver	1,108.6	1,116.4	.7	425.6	2.4	14,681,286	50.9	23,409	34,496	6,563,072	42.1	11,116	15,421	5.3338	4.9297
Victoria	231.4	246.9	6.7	99.2	8.5	3,186,602	59.9	21,800	32,123	1,282,600	42.6	9,843	12,929	1.0793	1.0411
TOTAL ABOVE AREAS	1,603.2	1,677.5	4.6	632.4	6.2	21,574,240	56.3	23,180	34,115	9,565,692	44.5	11,119	15,126	7.6151	7.2560
PROVINCE TOTALS	2,593.0	2,812.1	8.4	1,021.2	10.0	33,766,018	61.1	22,575	33,065	14,871,090	47.3	10,870	14,562	11.7148	11.4841
MANITOBA															
Winnipeg	568.3	575.4	1.2	227.3	8.4	6,312,297	48.9	20,220	27,771	3,038,463	48.1	9,786	13,368	2.4092	2.2464
TOTAL ABOVE AREAS	568.3	575.4	1.2	227.3	8.4	6,312,297	48.9	20,220	27,771	3,038,463	48.1	9,786	13,368	2.4092	2.2464
PROVINCE TOTALS	1,027.1	1,024.5	-.3	375.6	6.9	10,604,619	47.0	20,529	28,234	4,725,744	47.4	9,123	12,582	4.0492	3.7337
NEW BRUNSWICK															
Moncton	130.2	140.0	7.5	47.4	13.4	1,327,991	67.6	18,956	28,017	655,349	44.5	10,850	13,826	.4959	.4917
St. John	144.4	151.3	4.8	51.4	10.1	1,492,372	63.4	19,553	29,034	650,358	41.4	9,846	12,653	.5439	.5278
TOTAL ABOVE AREAS	274.6	291.3	6.1	98.8	11.6	2,820,363	65.4	19,271	28,546	1,305,707	43.0	10,321	13,216	1.0398	1.0195
PROVINCE TOTALS	705.1	730.4	3.6	235.6	9.4	6,474,279	62.0	18,551	27,480	3,040,452	44.5	9,768	12,905	2.4750	2.4000
NEWFOUNDLAND															
St. John's	236.4	250.9	6.1	72.2	13.2	2,102,350	62.6	20,270	29,118	950,398	34.0	11,114	13,163	.8180	.7819
TOTAL ABOVE AREAS	236.4	250.9	6.1	72.2	13.2	2,102,350	62.6	20,270	29,118	950,398	34.0	11,114	13,163	.8180	.7819
PROVINCE TOTALS	578.9	614.3	6.1	166.5	13.0	4,766,090	62.8	19,878	28,625	2,076,852	36.0	10,364	12,474	1.8605	1.7916
NOVA SCOTIA															
Halifax-Dartmouth	284.9	298.2	4.7	107.2	12.7	3,855,927	71.1	23,701	35,969	1,486,010	44.9	10,787	13,862	1.2434	1.2441
Sydney-Glace Bay	121.6	118.8	-2.3	36.0	5.3	1,079,357	59.8	19,755	29,982	506,972	41.6	10,467	14,083	.4213	.3977
TOTAL ABOVE AREAS	406.5	417.0	2.6	143.2	10.8	4,935,284	68.5	22,657	34,464	1,992,982	44.0	10,702	13,917	1.6647	1.6418
PROVINCE TOTALS	850.7	881.7	3.6	299.5	11.7	9,075,207	69.7	19,950	30,301	3,894,596	44.3	10,064	13,004	3.1921	3.1648

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S&MM's CANADIAN METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
PROVINCE S&MM Metropolitan Area	12/31/79 Total Pop (Thous.)	12/31/84 Total Pop (Thous.)	% Change 1979–1984	12/31/84 Total Households (Thous.)	% Change 1979–1984	1984 Total EBI ($000)	% Change 1979–1984	Average Household EBI 1979	Average Household EBI 1984	1984 Total Retail Sales ($000)	% Change 1979–1984	Retail Sales Per Household 1979	Retail Sales Per Household 1984	1979	1984
ONTARIO															
Brantford	105.5	103.3	-2.1	36.9	1.1	1,301,128	49.8	23,797	35,261	509,299	57.4	8,867	13,802	.4497	.4237
Guelph	127.0	133.7	5.3	46.0	8.7	1,559,496	61.1	22,879	33,902	663,111	65.2	9,490	14,415	.5237	.5280
Hamilton	411.0	407.2	-.9	150.8	2.4	4,706,865	51.7	21,064	31,213	2,204,609	56.0	9,591	14,619	1.7277	1.6435
Kingston	110.8	113.5	2.4	40.7	5.7	1,379,996	56.6	22,882	33,907	642,666	52.9	10,916	15,790	.4924	.4763
Kitchener-Cambridge	302.2	323.9	7.2	114.4	10.7	4,022,660	64.1	23,731	35,163	1,856,770	76.4	10,190	16,231	1.3232	1.3788
London	315.0	329.2	4.5	121.6	8.0	4,151,863	60.0	23,043	34,144	1,904,786	64.2	10,305	15,664	1.4130	1.4162
North Bay	80.5	80.1	-.5	26.3	2.7	819,606	52.2	[illegible]	31,164	481,834	65.2	11,395	18,321	.3243	.3161
Oshawa	289.7	316.0	9.1	102.5	12.6	3,834,929	66.9	25,250	37,414	1,436,931	57.5	10,023	14,019	1.2187	1.2436
Ottawa	759.3	818.0	7.7	303.0	12.6	11,468,137	67.9	25,384	37,849	4,084,296	46.9	10,330	13,480	3.5622	3.5676
Peterborough	100.6	105.9	5.3	37.4	8.7	1,1[illegible]9,937	61.1	20,028	29,677	599,885	62.1	10,758	16,040	.4118	.4140
St. Catherines-Niagara	373.4	380.3	1.8	134.3	5.3	4,537,530	56.0	22,802	33,787	2,061,369	64.1	9,842	15,349	1.5850	1.5597
Sarnia	126.9	128.9	1.6	44.5	5.0	1,636,434	55.5	24,817	36,774	651,691	60.6	9,571	14,645	.5491	.5346
Sault Ste. Marie	133.3	127.3	-4.5	41.3	-1.2	1,422,311	46.4	23,241	34,439	680,158	59.0	10,236	16,469	.5395	.5033
Sudbury	168.3	159.5	-5.2	52.5	-2.1	1,834,317	45.1	23,579	34,939	981,490	52.3	12,025	18,695	.7293	.6691
Thunder Bay	154.8	156.2	.9	52.3	4.2	1,863,209	54.4	24,042	35,625	916,339	68.5	10,833	17,521	.6657	.6565
Toronto	2,999.1	3,161.5	5.4	1,119.4	8.1	43,617,069	60.9	26,187	38,965	18,098,630	62.5	10,756	16,168	14.1612	14.1987
Windsor	312.8	307.7	-1.6	109.2	1.7	3,750,815	50.7	23,180	34,348	1,698,693	57.8	10,023	15,556	1.3513	1.2826
TOTAL ABOVE AREAS	**6,870.2**	**7,152.2**	**4.1**	**2,533.1**	**7.4**	**93,016,302**	**59.8**	**24,684**	**36,720**	**39,472,557**	**60.4**	**10,435**	**15,583**	**31.0278**	**30.8123**
PROVINCE TOTALS	**8,529.3**	**8,849.8**	**3.8**	**3,103.9**	**6.9**	**109,991,434**	**58.9**	**23,840**	**35,437**	**47,967,838**	**59.7**	**10,347**	**15,454**	**37.4625**	**37.0490**
PRINCE EDWARD ISLAND															
PROVINCE TOTALS	**123.3**	**127.7**	**3.6**	**39.8**	**7.9**	**1,103,229**	**62.7**	**18,374**	**27,719**	**517,827**	**34.9**	**10,406**	**13,011**	**.4327**	**.4115**
QUEBEC															
Chicoutimi-Jonquière	163.9	162.7	-.7	50.9	7.8	1,622,093	65.2	20,800	31,868	756,269	51.7	10,559	14,858	.5935	.5836
Montréal	2,885.7	2,895.6	.3	1,106.9	7.9	35,792,446	65.7	21,051	32,336	15,848,086	53.9	10,034	14,318	12.2138	12.1236
Québec	554.8	579.9	4.5	208.9	13.4	7,408,515	73.7	23,150	35,464	3,648,234	63.5	12,112	17,464	2.4697	2.5783
Sherbrooke	114.3	120.4	5.3	45.5	14.6	1,399,948	75.6	20,081	30,768	739,023	67.2	11,136	16,242	.4797	.5073
Trois Rivières-Shawinigan	231.4	224.5	-3.0	81.2	5.5	2,275,710	61.7	18,277	28,026	1,153,776	60.4	9,339	14,209	.8497	.8372
TOTAL ABOVE AREAS	**3,950.1**	**3,983.1**	**.8**	**1,493.4**	**8.7**	**48,498,712**	**66.9**	**21,140**	**32,475**	**22,145,388**	**56.1**	**10,323**	**14,829**	**16.6064**	**16.6300**
PROVINCE TOTALS	**6,313.4**	**6,374.4**	**1.0**	**2,284.6**	**9.2**	**73,264,276**	**67.9**	**20,845**	**32,069**	**33,269,726**	**58.3**	**10,044**	**14,563**	**25.1558**	**25.3687**
SASKATCHEWAN															
Regina	196.1	217.9	11.1	86.9	28.6	2,665,173	90.2	20,725	30,669	1,283,571	58.0	12,016	14,771	.8516	.9283
Saskatoon	173.2	185.7	7.2	74.7	24.1	2,276,082	83.6	20,590	30,470	1,147,278	55.3	12,273	15,358	.7605	.8042
TOTAL ABOVE AREAS	**369.3**	**403.6**	**9.3**	**161.6**	**26.4**	**4,941,255**	**87.1**	**20,661**	**30,577**	**2,430,849**	**56.7**	**12,137**	**15,042**	**1.6121**	**1.7325**
PROVINCE TOTALS	**961.7**	**999.9**	**4.0**	**387.1**	**20.3**	**11,938,699**	**77.4**	**20,912**	**30,841**	**5,081,534**	**50.6**	**10,485**	**13,127**	**3.9184**	**4.0243**
YUKON & N.W. TERRITORIES															
PROVINCE TOTALS	**65.2**	**64.4**	**-1.2**	**17.9**	**1.7**	**735,429**	**42.5**	**29,316**	**41,085**	**266,386**	**20.9**	**12,516**	**14,[illegible]22**	**.2793**	**.2394**

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All other	96,848	204,534	99,140
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*Source: Sales & Marketing Management, 1979 Survey of Buying Power

**(Based on Fas-Fax, March 31, 1980)

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(continued from page 168)

one whose growth rate topped Canada's in the last decade—22.9% vs. 11.1%. The three other regions trailed the national norm—Atlantic, 10.3%; Heartland, 9.1%; and Prairies, 3.3%.

The regional growth pattern will follow the same track in the first half of the 1980s, according to S&MM's *Survey of Buying Power—Part II,* but with a notable difference: the Atlantic provinces, sparked by Newfoundland's anticipated 6.1% gain, will grow faster than the all-Canada rate, 4.3% vs. 4.0%.

The West, riding a wave of newcomers drawn by the energy boom, will continue to be the fastest growing part of the country, racking up a 9.6% population increase. Oddly enough, metropolitan markets in that region will move along at sharply divergent rates. Alberta's metros are expected to post a robust 12.9% gain, but British Columbia's will make do with a modest 4.6%.

Although market growth has a distinct western coloration, the bulk of the Canadian market remains in the Heartland, especially Ontario. More than one of every three Canadians will still reside in Ontario at the midpoint of the current decade and one of four will live in Quebec.

Still, the westward drift of population is chipping away at the Heartland's economic supremacy. During the 1979–84 forecast period, the Buying Power Index (BPI) of the West will increase 3% while that of the three other regions will edge downwards—Prairies, off 2.6%; Atlantic, off 2.4%; and Heartland, off 0.3%.

The West's gain, however, will be a lopsided one. Alberta's BPI will spurt ahead 9.2%, but British Columbia's will sag 2.0%. ■

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